



# **Indoor Sports and Recreation Center Market Study**

**Prepared for: City of Pierre, SD**

**Location: Pierre, SD**

**November 2012**

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## **TABLE OF CONTENTS**

Introduction .....	3
Assumptions, Findings and Recommendations .....	4
Area Description.....	7
Methodology .....	8
Demographic Market Analysis .....	10
Local Sport Market Analysis.....	15
General Summer Camps and Youth Programs .....	23
Corporate Marketing Partnerships .....	25
Competition .....	28
Attachments .....	33

# INTRODUCTION

In September, 2012, Pinnacle Indoor Sports was commissioned by the City of Pierre, South Dakota, to assess the feasibility of an indoor sports and recreation center to service the residents of the Pierre market. This mixed use sports complex would be owned and operated by the City for use by various local organizations and individuals.

The study was accomplished over the course of two months with several area sports and recreation organizations and professionals having provided direct input. For the purposes of this study the market area is defined as all of the cities of Pierre and Fort Pierre.

The City of Pierre has most recently seen an increase in the need for indoor sports and recreational venues since the previously used City Auditorium was closed. This facility had served the needs of area sports and recreation organizations for many years and has not yet been replaced by another suitable venue.

Area organizations are currently utilizing other community and educational facilities such as: school gymnasiums; church gymnasiums; the Oahe YMCA; the Boys and Girls Club; the Izaak Walton Youth Conservation Center; and the Reinke Gray Wealth Management building, among others.

The purpose of this study was to inventory area organizations' needs for facility usage and compare that with availability and amenities at existing facilities to determine what needs gaps exist in the community that a new center could fill. In addition, the study was to estimate whether the amount of potential revenue generated by such a new facility would be sufficient to cover the center's operating expenses.



# ASSUMPTIONS, FINDINGS AND RECOMMENDATIONS

## **Assumptions**

The conclusions and recommendations of the study are based on the following assumptions:

- If such a facility is developed, then competent and professional management will be engaged to operate and market the facility.
- That information received from sources, including other facilities and potential user groups, is accurate and complete.
- That the supply of these types of facilities in the local and regional market area will not differ significantly from what already exists in the area today.
- That the general national, state and regional economic outlook will not change markedly.

## **Facility Needs Findings**

PI Sports conducted research for this study via local sources, personal interviews, telephone interviews, e-mail interviews and internet research. This research provided both quantitative and qualitative data indicating that there is a need for an indoor sports center (of approximately 50-60,000 square feet) to accommodate the demand for indoor space from local and regional turf and hard court sports organizations; shooting and archery organizations; and other non-profit user groups.

The facility would be utilized for:

- Sporting events and tournaments
- Sports leagues and training
- Facility sports rentals by area and regional organizations
- Local summer camps, youth programs and area sporting activities
- Parties, meetings, special events and other community activities



### **Facility Revenue Findings**

At this time, PI Sports does not believe enough revenue exists to self-sustain a facility of this size strictly based on rental fees for use of the facility. The majority of user groups interviewed for this study indicated that although a newer, nicer and bigger facility would be preferable to their current locations these groups are unwilling to pay rental rates that would be needed to support such a facility (suggested rates of \$25-45 per hour were given to potential user groups to gauge their level of potential commitment). The majority of area user groups are currently using local facilities at little or no cost.

Beyond a purely rental-oriented revenue stream, other opportunities do exist to help support operations of a new facility, such as:

- Membership sales to local individuals and families for facility utilization
- Partnerships with area organizations, i.e. YMCA, school district, Boys and Girls Club, private businesses, etc.
- Sponsorship/Advertising sales
- City-run programming (sports leagues and recreational activities)
- Special event rentals
- Transfer of operational budgets from other City-owned facilities, i.e. current Boys and Girls Club building, auditorium, etc.



**Pierre School District #32-2**



It is PI Sports' estimation that an operating budget of approximately \$220,000 would be needed to support this facility for expenses related to:

- Facility staffing (approximately \$100,000)
- Utilities and other services (approximately \$70,000)
- Administrative and marketing costs (approximately \$50,000)

### **Recommendations**

Based on interviews and research with local sports and area recreational organizations it has been determined that any proposed indoor sports center should include, at a minimum:

- a multi-purpose area of 40,000+ square feet of general open space, or a combination thereof, to accommodate four regulation basketball courts which can be converted to eight volleyball courts 50 by 100 foot above ground, concrete shooting/archery range
- meeting/party rooms
- a food/drink concessions area (or commercial kitchen), offices and administrative space
- undeveloped adjacent land for potential future expansion

### **Next steps**

Based on this analysis, PI Sports recommends moving forward with a three-year financial pro forma to show various scenarios for funding and/or alternative facility dimensions and designs.

PI Sports would work closely with the City of Pierre to determine the likelihood of organizational partnerships and new membership and/or programming offerings that would be needed to help support the operations of any new facility, along with recommendations for pricing and partnership strategies. In addition, PI Sports will work with the City to determine what, if any, current City expenses can be eliminated if a new facility is built (i.e. Boys and Girl's Club operations and utilities, other facility rentals, etc.). Potential partnership possibilities with the YMCA and other area organizations should be further examined along with potential competition with those groups as well.





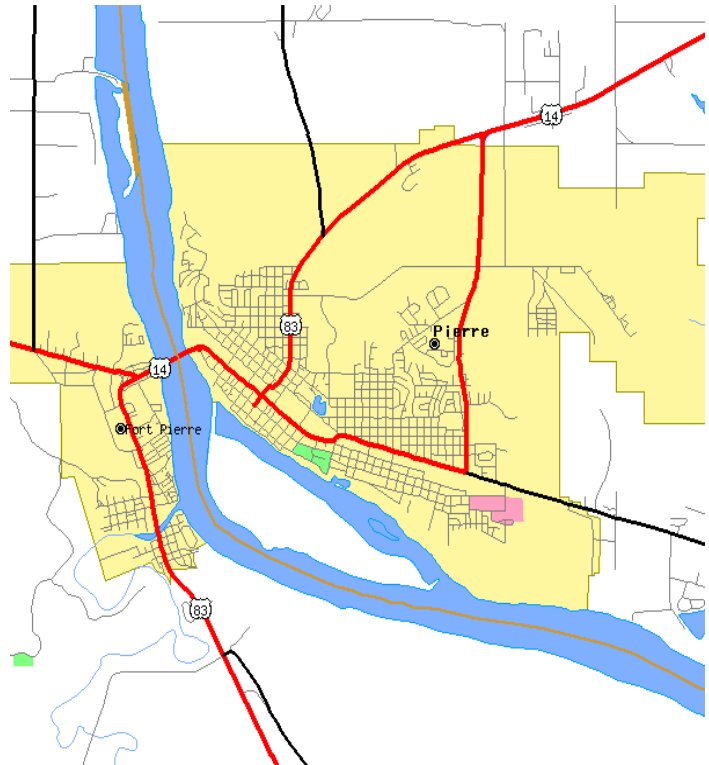
## AREA DESCRIPTION

The City of Pierre is the county seat of Hughes County and also the capital city of South Dakota. Located across the river from Fort Pierre, Pierre lies on rough river bluffs overlooking the Missouri River. It is a few miles away from Lake Oahe, one of the largest man-made lakes in the world.

The City of Pierre comprises approximately 13 square miles and is located at the geographic center of the state of South Dakota, north of the state's major Interstate Highway 90 which covers the state from east to west.

For the purposes of this study the market area is defined as a 10 mile radius from the center of Pierre; this also includes the community of Fort Pierre. Nielsen Claritas estimates the 2013 population of this market area to be 18,307 individuals. The closest community with a population greater than 50,000 is Rapid City, SD, with a population of 59,000 and is over 140 miles from Pierre. To find a city with a population greater than 200,000 one would need to travel over 300 miles to Omaha, NE, which boasts a population of just over 390,000 individuals.

Pierre is a very small, geographically isolated community compared to most cities which have developed large, indoor sports and recreation complexes. However, as the South Dakota State Capitol, Pierre does attract outside visitors to the community for state business and organizational meetings, and is relatively easy to get to from most parts of the state via I-90 and Hwy 83.



The Pierre climate is comprised of four full seasons including summers which can be uncomfortably warm and winters which can alternately be uncomfortably cold and snowy.

# METHODOLOGY

The methodology employed by PI Sports in conducting this market feasibility study includes a review of both quantitative and qualitative data from a mixture of local and regional sources.

## *Quantitative Data*

This review included a search of primary and secondary sources to define the market relative to the stated objectives and provided lines of inquiry for the next stage of qualitative research. Specifically, the quantitative research phase gathered information on local, regional and nationwide usage of sports and recreation groups and activities over the last several years as well as local and regional demographics. This data also provided a useful indication about the status of the local and regional sporting industry and demographic trending. The quantitative research provided the following information:

- a. Regional trends in sports participation by targeted sports and activities
- b. Local trends in sports participation by targeted sports and activities
- c. Trends in size and type of indoor facilities by targeted sports in similar localities
- d. Disposable income and recreational spending patterns by local and national user groups

## *Procedure*

The research began with the area surrounding the City of Pierre and its current recreational user groups as well as other Pierre area potential user groups. All of the information gained by this research helped assess the real facility needs of the local communities and indicated the wants and needs of each group.

A regional data search also took place via internet sources, trade publications and personal contacts. Regional sports and recreation groups were identified and inventoried as to number of participants, current activities, facility utilization and participation statistics.

The local and regional demographics were collected using the most recent (October 2012) data from Nielsen Claritas and national organization contacts and websites.

Junior and senior staff members participated in the collection and analysis of this data.



## *Qualitative Data*

Qualitative data research seeks to provide information beyond data facts, such as: personal descriptions; personal observations; user group intentions; interpretations; and industry trends gathered via personal communications with potential user groups and area insiders. Focused research was used to explore and understand the real need and potential users for a new indoor sports and recreation center and was used to determine what type of facility would best serve this study's recommendations.

The qualitative research phase probed the following:

- Who are the user groups that would benefit from an indoor sports and recreation facility?
- What sports and activities are represented by the potential user groups?
- What utilization rate (number of hours) is desired by identified user groups?
- What time parameters (hours of day, days of week and times of year) are most desired by user groups for indoor facility usage?
- What types of facilities are needed, i.e. hard courts, turf, ice, batting cages, shooting gallery, etc?
- What size of sports venues are desired by the identified user groups?
- What is the most appropriate location for a new facility?

PI Sports' approach to contacting sports groups and users was via personal contacts, telephone and e-mail. Through these communications we introduced the purpose of the study and sought their comments on personal, organizational and community needs for the proposed facility as these groups viewed them.

During these meetings and interviews PI Sports identified potential proponent groups and determined which groups may have the interest in providing a partnership role in the project.



PI Sports designed facility Hatfield, PA

# DEMOGRAPHIC MARKET ANALYSIS

Population and household growth rates; household size and income; racial and educational factors; and sports participation numbers are all important characteristics when determining support for an indoor/outdoor sports and recreation project. We have reviewed these factors for the market as well as national sports participation statistics.

Data generated for this section are derived primarily from Nielsen Claritas using U.S. Census data and the National Federation of State High School Associations.

## **Population and Household Growth**

### *Market Area*

The population in this area is estimated to change from 17,688 to 18,307, resulting in a growth of 3.5% between 2010 and 2013. Over the next five years the population is projected to grow by 5.5%.

The population in the United States is estimated to change from 308,745,538 to 314,861,807 resulting in a growth of 2.0% between 2010 and 2013. Over the next five years the population is projected to grow by 3.3%.

The number of households in this area is estimated to change from 7,408 to 7,739 resulting in an increase of 4.5% between 2010 and the current year. Over the next five years the number of households is projected to increase by 6.6%.

From 2010 to 2013 the number of households in the United States is estimated to change from 116,716,292 to 119,206,509 resulting in an increase of 2.1%. Over the next five years the number of households is projected to increase by 3.5%.

Overall, growth in the area is higher than that of the United States as a whole. Furthermore, both household growth and population growth are projected to continue increasing during the next five years.



## Income, Employment, and Education

### *Market Area*

In the area the average household income is estimated to be \$66,164 for the current year, while the average household income for the United States is estimated to be \$69,637 for the same time frame.

The average household income in this area is projected to change upward over the next five years, rising from \$66,164 to \$71,360.

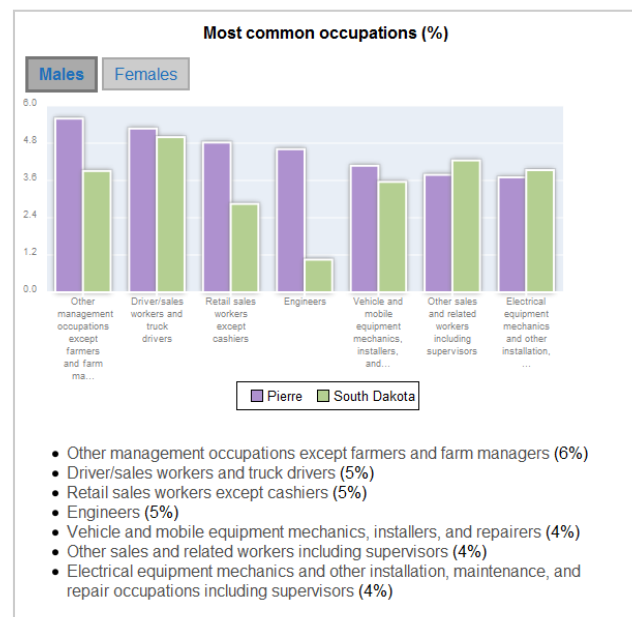
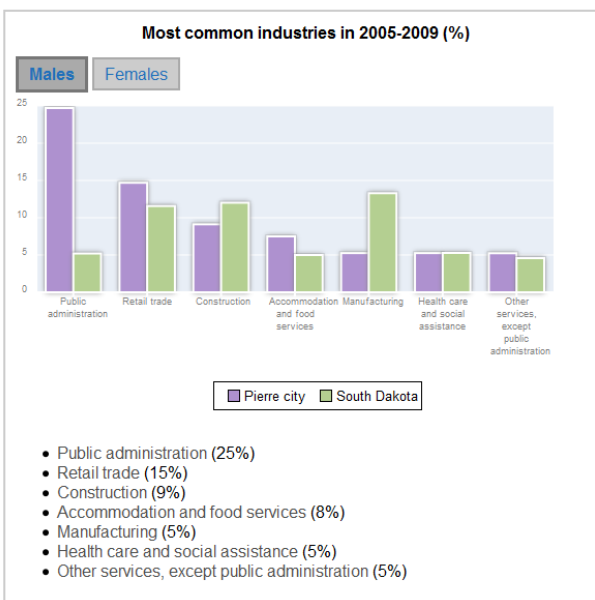
For this area 98.0% of the population age 16 and over is estimated to be employed for the current year. The employment status of the population age 16 and over is as follows: 0.6% are in the Armed Forces, 72.8% are employed civilians, 1.5% are unemployed civilians, and 25.0% are not in the labor force.

For the United States, 90.1% of the population age 16 and over is estimated to be employed for the current year.

Throughout the United States, the employment status of the population age 16 and over is as follows: 0.5% are in the Armed Forces, 57.9% are employed civilians, 6.4% are unemployed civilians, and 35.3% are not in the labor force.

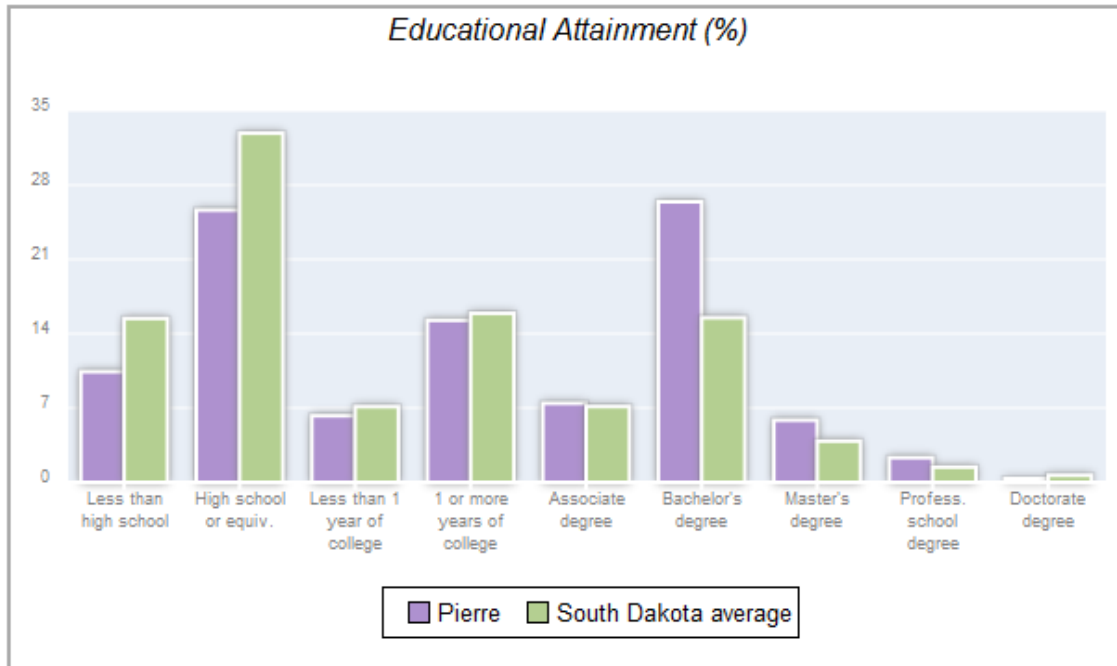
For the local market area, the occupational classifications are as follows: 14.1% have occupation type blue collar, 66.8% are white collar, and 19.1% are service & farm workers.

Occupational classifications throughout the United States are as follows: 20.6% have occupation type blue collar, 60.8% are white collar, and 18.6% are service & farm workers.



Currently, it is estimated that 6.1% of the population age 25 and over in this area had earned a Master's Degree; 2.4% had earned a Professional School Degree; 0.9% had earned a Doctorate Degree; and 23.9% had earned a Bachelor's Degree.

By comparison, for the United States, it is estimated that for the population over age 25, 7.3% had earned a Master's Degree; 1.9% had earned a Professional School Degree; 1.2% had earned a Doctorate Degree; and 17.7% had earned a Bachelor's Degree.



The average household and per capita income in the local market tends to be just slightly less than national averages. The average household income in the area is predicted to increase over the next five years, similar to national averages. Educational status within the area is higher compared to the United States as a whole, likely due to government employment through the state capitol. There are fewer blue collar jobs in this area versus the overall United States.

Income, education, population and other demographic factors do indicate that local residents may be slightly more likely to utilize an indoor sports and recreational center than other communities around the United States, but not significantly.

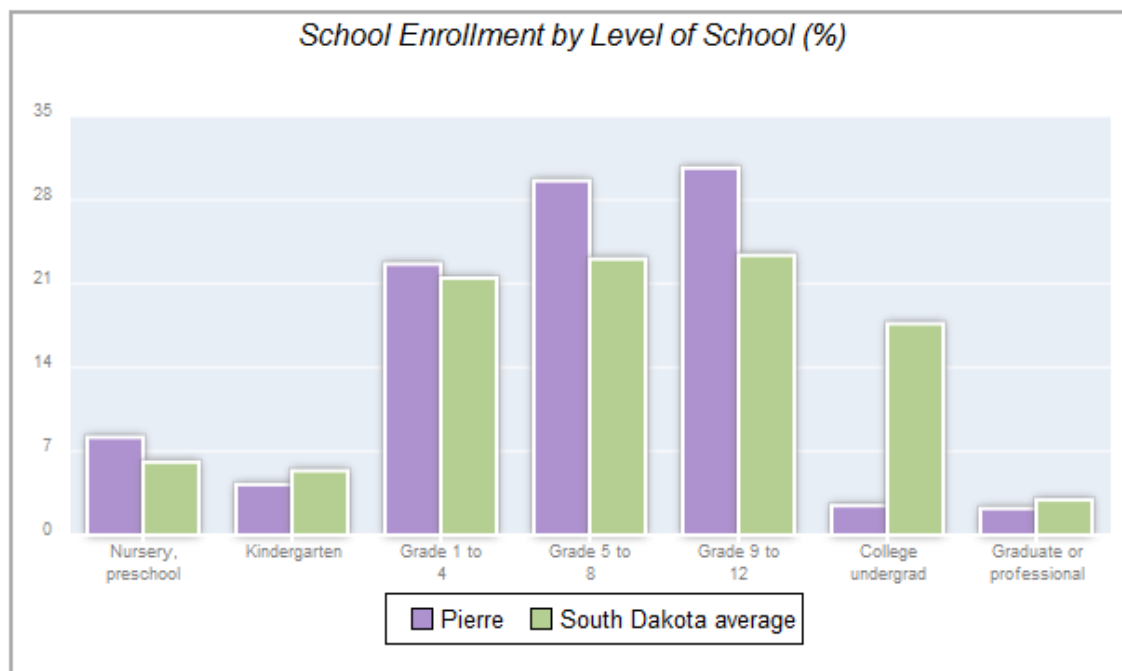
## **Age and Ethnicity**

### *Local Market Area*

The current year median age for this area is 39.9; while the average age is 39.6. Five years from now the median age is projected to be 40.2.

The current year median age for the United States is 37.5; while the average age is 38.3. Five years from now the median age is projected to be 38.3.

The youth population in Pierre is higher in percentage to total area population than that of South Dakota as a whole, especially for grades 1 to 12. It is generally youth sports organizations that prove to be the largest hourly user of indoor sports and recreation centers by group.



Of this area's current year estimated population: 85.3% are White Alone; 0.5% are Black or African American Alone; 10.4% are American Indian and Alaska Native Alone; 0.6% are Asian Alone; 0.0% are Native Hawaiian and Other Pacific Islander Alone; 0.5% are Some Other Race; and 2.7% are Two or More Races.

Of the United States' current year estimated population: 71.5% are White Alone; 12.7% are Black or African American Alone; 1.0% are American Indian and Alaska Native Alone; 5.0% are Asian Alone; 0.2% are Native Hawaiian and Other Pacific Islander Alone; 6.6% are Some Other Race; and 3.1% are Two or More Races.

This area's current estimated Hispanic or Latino population is 1.9%; while the United States current estimated Hispanic or Latino population is 17.3%.

### **Community Safety**

Sports and recreation complexes often market their facilities and programming to user groups outside of the immediate geographical area for additional revenue. These outside user groups make their decision to frequent these facilities on a number of factors including community safety. The graph below compares the crime index for the City of Pierre to that of the U.S. as a whole. With the anomaly of 2008, the City of Pierre generally seems to be a much safer community than the U.S. aggregate. Outside user groups should not find community safety to be a deterrent to attending or participating in sports or recreation programming in Pierre.



Age, race and income factors and community safety for the regional market tend to indicate that this population may be slightly more likely to utilize an indoor and outdoor sports and recreation complex than other areas of the state or country.

## LOCAL SPORTS MARKET ANALYSIS

The following information has been collected by the NSGA (National Sporting Goods Association) in a survey studying how Americans spend their leisure time.

*National Sporting Goods Association*

### Ten Year History of Indoor Sports Participation

Participated more than once (in millions) Seven (7) years of age and older

Activity	2009	2007	2005	2003	2001	1999
Aerobic Exercise	33.1	30.3	33.7	28.0	26.3	26.2
Basketball	24.4	24.1	28.9	27.9	28.1	29.6
Bowling	45.0	43.5	45.4	41.9	41.9	41.6
Dart Throwing	12.2	12.1	-	-	16.9	20.2
Exercise Walking	93.4	89.8	86.0	81.6	78.3	80.8
Exercising with Equipment	57.2	52.9	54.2	50.2	43.9	45.2
Gymnastics	3.9	-	-	-	-	5.0
Hockey (ice)	3.1	2.1	2.4	1.9	2.2	1.9
In-Line Roller Skating	7.9	10.7	13.1	16.0	19.2	24.1
Tennis	10.8	12.3	11.1	9.6	10.9	10.9
Volleyball	10.7	12.0	12.2	10.4	12.0	11.7
Weightlifting	34.5	33.2	33.5	25.9	23.9	-
Wrestling	3.0	2.1	-	-	3.5	3.8
Yoga	15.7	10.7	-	-	-	-



Participation in local sports and recreation activities for indoor sports facilities generally comes from the youth demographic. This youth demographic can be largely indicative of high school participation rates by state.

### Ten Most Popular High School Sports - NFSHSA

#### Ten Most Popular Boys Programs - Nationally

##### By School

1. Basketball
2. Track and Field – Outdoor
3. Baseball
4. Football – 11 Player
5. Cross Country
6. Golf
7. Soccer
8. Wrestling
9. Tennis
10. Swimming & Diving

##### By Participants

1. Football – 11 Player
2. Track and Field – Outdoor
3. Basketball
4. Baseball
5. Soccer
6. Wrestling
7. Cross Country
8. Tennis
9. Golf
10. Swimming & Diving

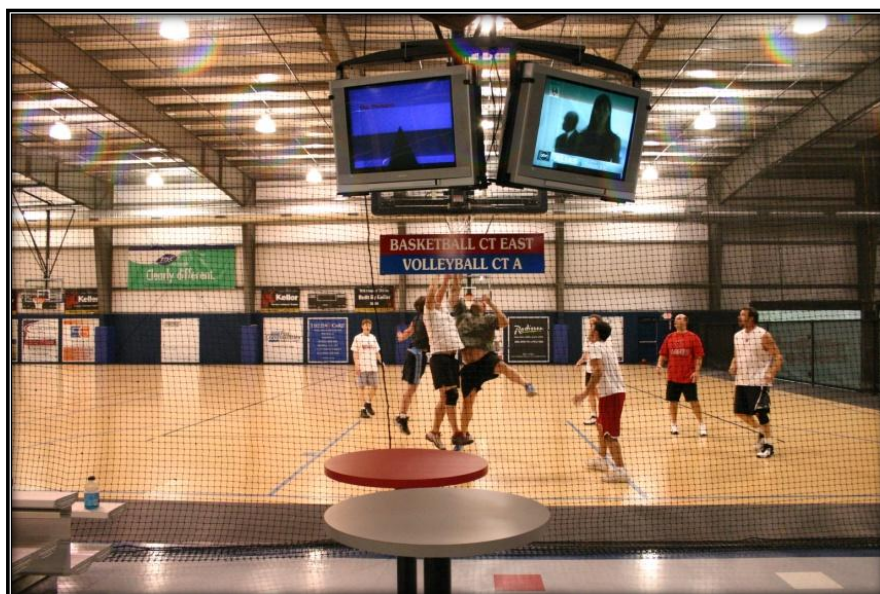
#### Ten Most Popular Girls Programs - Nationally

##### By School

1. Basketball
2. Track and Field – Outdoor
3. Volleyball
4. Softball – Fast Pitch
5. Cross Country
6. Soccer
7. Tennis
8. Golf
9. Swimming & Diving
10. Competitive Spirit Squads

##### By Participants

1. Track and Field – Outdoor
2. Basketball
3. Volleyball
4. Softball – Fast Pitch
5. Soccer
6. Cross Country
7. Tennis
8. Swimming & Diving
9. Competitive Spirit Squads
10. Lacrosse



PI Sports designed facility Appleton, WI

## **Summary of Local Sports Market Analysis**

The demographics of the local market for age, ethnicity, education and population growth are similar to national trends. It is generally younger, better educated, middle-to-higher income adults and families that participate in traditional indoor sports centers. In certain sports, such as futsal and soccer, national trends are for large segments of Hispanic participants as well. Aside from this trend, basketball is a sport with demographics that more closely follow those of the local communities as a whole as opposed to demographic trends for other sports.

Local demographics indicate that these populations may be slightly more likely to participate in indoor sports and recreation activities than those of other markets nationally.

The local incomes by household and per capita are very similar to those of national averages. This would seem to indicate that this population is just as likely to be able to participate financially.



PI Sports designed facility Appleton, WI

## **Local Indoor Turf Opportunities**

PI Sports conducted personal interviews, internet research, document reviews and site-specific investigations into the need for indoor turf facilities in the Pierre, South Dakota, market area for local sports.

At this time PI Sports found demand for an indoor turf surface in the local market area during the high season months of November to March. While a turf field indoors is desired by groups such as soccer and baseball which can and do use indoor facilities, these user groups when interviewed indicated that they would not be willing to pay for facility rentals, or pay for facility rental at a price needed to support such an indoor surface.

Regional indoor tournaments for sports such as soccer are normally hosted in larger communities such as Sioux Falls on small-sided fields which helps keep costs lower and allows for a fewer number of players per team. Sports groups will travel several hours to participate in these types of activities; however, it is not anticipated that groups would travel to Pierre more than once or twice each year which is not enough to justify an indoor turf surface.

### *Soccer*

Youth soccer in the United States is highly structured with the majority of participants registered through the U.S. affiliates of the world governing body, F.I.F.A. The United States Soccer Federation (USSF) in turn delegates authority over youth soccer to the United States Youth Soccer Association (USYSA) and its 54 member organizations. The USYSA affiliate for South Dakota is the South Dakota State Soccer Association (SDSSA), which accepts affiliated leagues.

In South Dakota (outdoor) club soccer is played both in the spring and fall, with more tournaments during the spring season. The spring season generally begins practice, weather permitting, by March 15<sup>th</sup> and continues league play till the beginning of summer. The fall season runs concurrent with the high school season which is from Labor Day until Thanksgiving. There are four competitive levels with the youngest ages, U8 to U-12, playing small-sided games.



PI Sports designed facility Appleton, WI

Interviews with the local youth soccer club were personally conducted by PI Sports staff during the visit to Pierre. While indoor space is harder to come by during the winter months for training and practices, all of the facilities currently being used are free to the

local Capital Area Soccer Association and the group is not interested in paying rates needed to support a new indoor facility (projected rates of \$25-45 per hour).

There is a no local history of indoor play among adult soccer players in the area so the only organized soccer organizations in Pierre now cater to the youth market.

It is possible that soccer training or other youth soccer programming in the area could generate some potential revenue for a new facility if either a partnership with the local soccer organizations could be developed or if the main tenant of the building chose to run the programs internally. In addition, one or two indoor soccer tournaments per year would likely generate interest from teams across the state as Pierre would be a central point to gather teams both from the east side and west side of the state.

If a new sports and recreation center is considered Pinnacle would not recommend incorporation of any turf surface. The local soccer organization is currently using school gyms for winter training and multi-purpose flooring would suit these needs equally well without restricting other uses. Indoor soccer training and tournaments can also be held on a multi-purpose floor.

#### *Baseball/Softball*

Local baseball and softball organizations interviewed also indicated a desire for more indoor training space during the winter months.

Batting cages, pitching tunnels and open space for training seemed to be more in demand in the Pierre area than indoor leagues and/or tournaments. There was also an interest noted for baseball and softball-specific training.

Local groups are currently using the Reinke Gray Wealth Management building which is free and the Pierre Indian Learning Center for indoor training which one group rents for \$600 for usage from January to April (approximately 200-300 hours total) or about \$2-3 per hour. The groups have indicated they would not pay to rent a facility at projected rates of \$25-45 per hour.

If a new sports and recreation center is considered Pinnacle would not recommend incorporation of any turf surface. The local baseball and softball organizations are currently using other facilities for winter training and multi-purpose flooring would suit these needs equally well without restricting other uses.

Potential revenue to be derived from these sports would need to be developed by the sports and recreation center via offerings for instructional programs, camps or clinics, or indoor tournaments.



## **Local Indoor Multi-Sport Surface Opportunities**

Pinnacle investigated the following sports for the utilization of indoor, multi-sport hard court space: basketball, volleyball, cornhole, pickleball, horseshoes, shooting and archery.

At this time, shooting and archery appear to have the highest local needs for facilities. Basketball and volleyball, to a smaller extent, have opportunities for hosting regional tournaments, as do cornhole and pickleball.

### ***Basketball***

The local basketball season in Pierre runs from November to March of each year. PI Sports interviewed basketball organizations from elementary age to adult to determine potential facility utilization.

While it has been determined that indoor facility space is difficult to come by during the winter months, it is generally available for free although not always at times agreeable to the user groups. User groups, in general, are not willing to pay for facilities for practice times while free space remains available (even if the hours are not always preferable).



PI Sports does believe that basketball organizations would encourage their players to purchase a “membership” in a new indoor facility if that would allow them to utilize the facility for practices (similar to the YMCA model).

Local basketball organizations would help promote, and register for, tournaments at a new facility. Due to the relatively isolated location in the center of the state, PI Sports would estimate that three to four medium to large tournaments could be held at a new facility over the course of the year. Tournament revenue would include registration fees, concession sales and potential apparel sales.

In addition to tournament revenue, South Dakota State University’s Basketball Coach Scott Nagy has indicated a willingness to travel to and host basketball camps and clinics in Pierre during the summer months if a new facility were built. PI Sports believes that in addition, year ‘round basketball training programs and mini-camps could be held by either local basketball organizations or the facility management staff.

There is one local men’s basketball league which currently operates from November to March and rents local high school gyms at a rate of \$75 to \$100 per hour. This group would most likely move its program to a new facility if constructed.

In summary, while basketball is not anticipated as a large revenue source for a new facility, there are programming, tournament and rental opportunities available.

### *Volleyball*

The local competitive club volleyball season in Pierre operates from January to April. There are currently approximately 50 girls playing in the Oahe Junior Olympic Volleyball Club. According to the Director of the club there were girls and teams cut during the last few seasons due to lack of facility space.

While the club does not currently pay for the space it uses at local churches, they would pay to participate in tournaments if a new facility were built. It is estimated that two to three youth volleyball tournaments could be run during the club season. In addition, both the University of South Dakota and South Dakota State University Volleyball Coaches have indicated a willingness to travel to Pierre if a new facility were built to conduct camps and clinics for area volleyball players.



For adult volleyball players the Oahe YMCA currently runs a 10 week volleyball league for its members for a team fee of \$110. PI Sports believes that a new facility could also run adult volleyball leagues and offer drop-in volleyball for the community.

Adult volleyball tournaments would also be another source of facility revenue. Two to three adult volleyball tournaments could potentially be held over the course of the year.

### *Other Sports Revenue Opportunities*



In addition to the more traditional indoor sports of volleyball and basketball, pickleball and cornhole also have facility needs, especially for the winter months. All of the groups, however, are currently getting facility space for free. It is not anticipated that any groups currently getting free facility usage would pay for facility rentals at a new indoor sports and recreation complex.

Revenue that could be derived from these

groups could be through occasional sports tournaments or tournament rentals.

Youth and adult municipal or community leagues could be formed by facility management and made available to the public.

Additionally, a membership option could be instituted for the community (similar to a YMCA membership) where “members” could receive free or greatly reduced rates to reserve facility space for community organizations. A membership option has many variables to contemplate before serious consideration as a revenue item.

For specific information on area court sports organizations, please see attached interview notes.

### *Shooting and Archery*

Of the other sports researched, shooting and archery seem to have the largest number of participants and the greatest facility needs.

This is one group where a membership option could be instituted to allow individual entry and usage of any proposed shooting or archery range.

Shooting and archery organizations do currently pay for usage of local facilities and would be willing to pay a small amount toward a facility usage fee.



An above-ground, 50 by 100 foot concrete shooting gallery would be recommended to be built adjacent to any new indoor sport or recreation complex. This facility could have a separate entrance which could be open at times the main portion of the complex is closed to the public thereby eliminating unnecessary staffing or utility charges.



Revenue to be generated by these groups would include: space rental, leagues, tournaments and training opportunities.



## GENERAL SUMMER CAMPS AND YOUTH PROGRAMS

Youth-oriented specialty and all-sports summer and holiday camps should find a market in the Pierre area. It is also conceivable that general summer day camps (with a daycare environment) could provide the facility with revenue during the summer daytime hours, thereby providing valuable revenue during the normally slowest period for indoor facilities if the facility operator chooses to operate camps internally versus renting out the facility to other camp operators.

### *Daytime and Youth Programs*

Weekdays before 5 PM are traditionally the most difficult times to fill for any indoor facility. PI Sports has found that a combination of open play time, “mommy and me” groups, and youth development programs (such as Lil’ Kickers in soccer and other sports equivalents) can generate revenue during these daytime hours. In addition to these programs, summer camps, schools out camps (during the school year for breaks, holidays and in-services), corporate rentals, and daycare and school rentals are all sources of revenue that are attainable within the market area. Whether rented out to other organizations or run internally, these types of programs will add revenue to the facility’s bottom line.



## *Parties*

Birthday parties, team parties and other rentals should also be a source of revenue for the facility year 'round. The facility can choose to rent space inside the facility and have people provide their own party supplies and activities, or choose to sell party packages which can include almost everything from activity coordinators and party supervisors to the cake and ice cream.

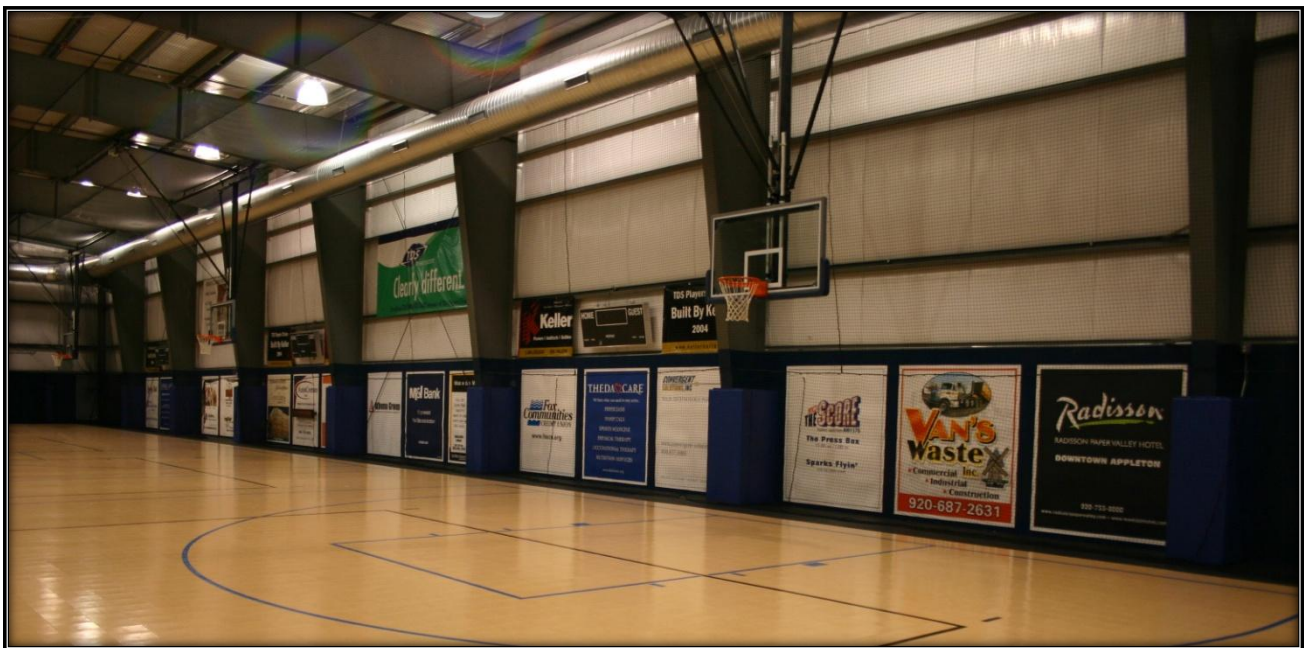


## CORPORATE MARKETING PARTNERS

Corporate marketing partnerships, sponsorships and more modest advertising arrangements for outside businesses normally provide facility revenue that can be in place by opening day, thereby providing critical cash flow as a new facility grows to capacity. That being said, this is the one area of the indoor sports industry which has seen a slight downturn with the recent economic recession. Although revenues are not what they once were, this remains a very viable source of additional revenue for any new sports center.

PI Sports' experience has shown that commercial arrangements with local businesses in the fields of medical facilities; auto dealerships; financial institutions; soft drink; beer; pizza; cellular phone; and sporting goods companies are all prime prospects in competitive situations. Industries catering to new home construction and existing homeowners also generate above average partnership revenues. Related businesses such as realtors, relocation companies, home security providers, landscapers, furniture stores, etc, are prime prospects as well.

The local Pierre, South Dakota, market area is smaller in potential for corporate partnerships based on population and other qualifying demographics. Based on our experience in other markets we estimate that a goal of obtaining an on-going base of \$25,000 to \$50,000 or more in annual corporate cash or trade partnerships should be reasonably attainable.



PI Sports designed facility - Appleton, WI



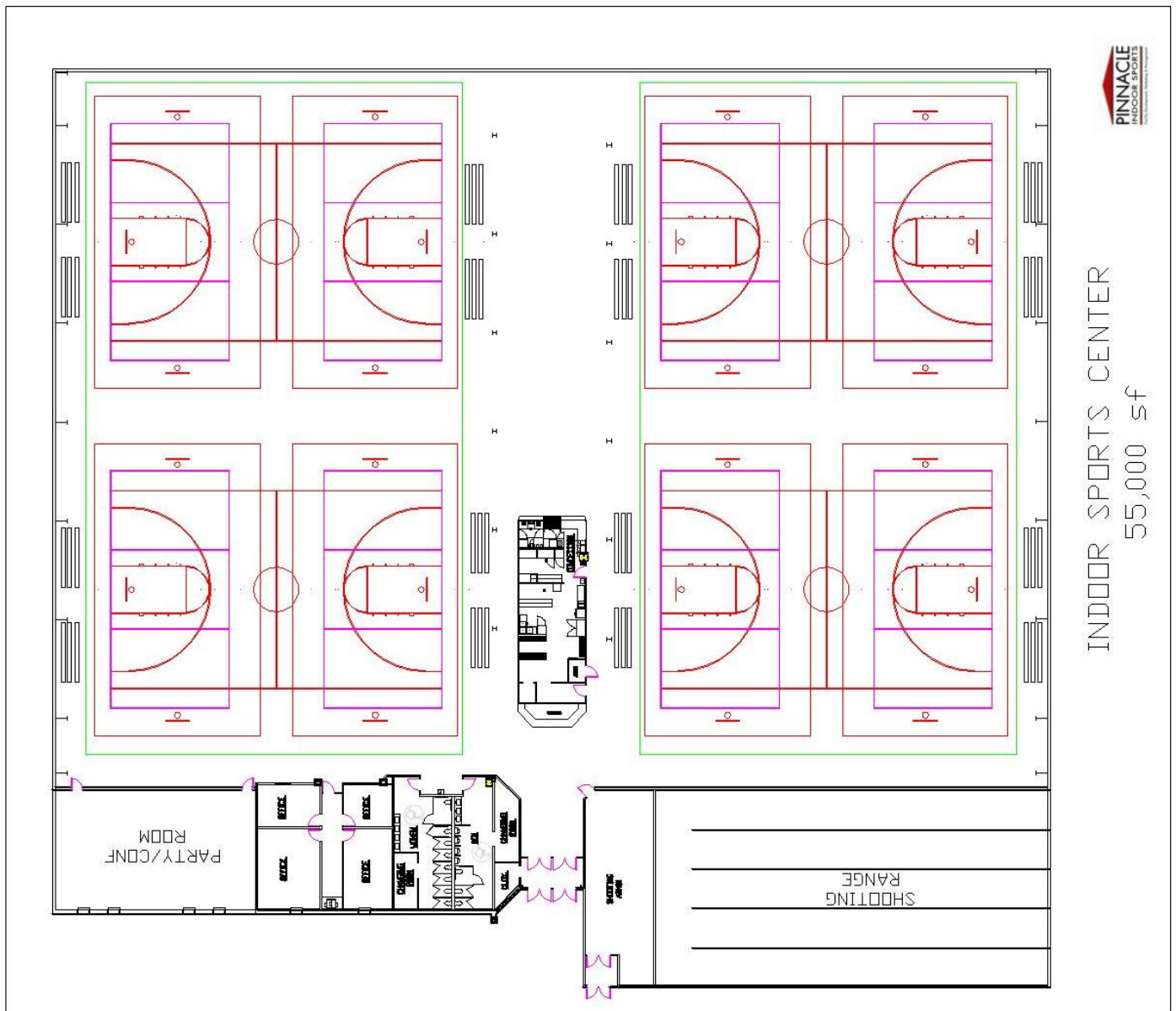
## LOCATION

The ideal location for any new facility in Pierre, according to potential user groups, would be on the north side of the City near the newer retail development near Walmart or the airport. For best draw for state-wide tournaments, a location with easy access to the main arterial highways would be advised.



## FACILITY RECOMMENDATION

An indoor facility with a configuration of 4 regulation-size basketball courts, which can be lined to accommodate multiple sports, would be suggested for any future facility. This allows for the greatest flexibility of use among a variety of sports while still providing a large venue for regional events. In addition, an attached range for archery and shooting of approximately 50 by 100 feet would be recommended. Offices, meeting rooms/classrooms, a concessions area, and storage areas should also be included in any proposed new facility.



## FACILITY COMPETITION

Competition that exists around the designated Pierre, SD, market area.

### Local Competition

<b>Name</b>	Oahe YMCA – Pierre, SD
<b>Address</b>	900 East Church, Pierre, SD 57501
<b>Website</b>	<a href="http://www.oaheyymca.org/">http://www.oaheyymca.org/</a>
<b>Facility Layout (Fields/Courts/Cages)</b>	The YMCA currently has an aquatic center, aerobic studio, one gym, fitness center, and nursery kids center. In addition, they have 2 racquetball courts, classroom, and multi-purpose room.
<b>Other Amenities</b>	

### **Oahe YMCA – Pierre, SD**

The Oahe YMCA offers recreation and sport programming and facilities for Pierre area residents who choose to purchase a membership with their organizations. The facility, at the time of PI Sports review, appears to be well-maintained and clean. The YMCA offers low priced programming (beginning \$15 to \$75 depending on membership status) in a number of sports and physical activities.

Many area sport organizations use the YMCA facilities via their players who have memberships at the YMCA.

If the City opts for a member-driven revenue model for a new sports and recreation center they would be in direct competition with the YMCA for residents' recreation budgets.



<b>Name</b>	Capital Area Boys & Girls Club - Pierre, SD
<b>Address</b>	110 South Ree Street, Pierre, SD 57501
<b>Website</b>	<a href="http://bgccaparea.org/">http://bgccaparea.org/</a>
<b>Facility Layout (Fields/Courts/Cages)</b>	The Boys and Girls club facility is divided into sections with classroom space, lobby, kitchen and one gymnasium
<b>Other Amenities</b>	

### Capital Area Boys & Girls Club - Pierre, SD

The City of Pierre currently owns and pays for operational and maintenance costs at the building currently housing the Boys and Girls Club of the Capital Area. It would be the recommendation of PI Sports that the City sell or close this building and transfer all Boys and Girls Club functions to a new facility, thereby eliminating a duplication of services and expenses.

The Boys and Girls Club currently charges \$5 per year for a membership for area boys and girls. They also make the facility available for use by area youth sports organizations.

All program functions now being conducted out of this building could be conducted out of a new sports and recreation center.





<b>Name</b>	Expo Center Hockey Rink Ice Skating Rink – Fort Pierre, SD
<b>Address</b>	320 S Casey Tibbs St Fort Pierre, SD 57532
<b>Website</b>	No Website
<b>Facility Layout (Fields/Courts/Cages)</b>	The Expo Center Hockey Rink Ice Skating Rink was founded in 2001. Expo Center Hockey Rink of Fort Pierre, SD, is an indoor rink and open seasonally from October 1st to March 31st.
<b>Other Amenities</b>	

### **Expo Center Hockey Rink Ice Skating Rink – Fort Pierre, SD**

The current expo center hockey and skating rink would be a competition for area residents' recreational dollars. There is no ice surface recommended for a new sports and recreation facility as the current site, a privately owned facility in Pierre, is handling all present local needs.



<b>Name</b>	Izaak Walton Youth Conservation Center
<b>Address</b>	1200 Izaak Walton Road, Pierre, SD
<b>Website</b>	No Website
<b>Facility Layout (Fields/Courts/Cages)</b>	The new building is south of the present Izaak Walton Clubhouse named the Izaak Walton Youth Conservation Center. It will be primarily a shooting building, being constructed to house bb gun, air rifle/pistol, and archery, and have a storage and warming area for the trap shooting range.
<b>Other Amenities</b>	

### **Izaak Walton Youth Conservation Center**

The local Izaak Walton Youth Conservation Center has added a new building that will be primarily for shooting. The building is 50 feet by 100 feet, with approximately 50 by 75 used for shooting. There is also be a storage area, warming area and restrooms.

**Other Facilities:**

Faith Evangelical Lutheran Church: One Court  
714 N. Grand  
Pierre, South Dakota 57501

Community Bible Church: One Court  
1516 N. Harrison  
Pierre, SD 57501

St. Peter and Paul Parish: One Court  
304 N. Euclid Ave.  
Pierre, SD 57501

Fort Pierre Twin City Community Center  
19 E Main Ave.  
Fort Pierre, SD 57532

Reinke Gray Wealth Management: Basement of Building for Baseball/Softball Groups  
1714 N Lincoln Ave Suite #1  
Pierre, SD 57501

United Methodist Church  
117 N Central Ave  
Pierre, SD 57501

**ATTACHMENT A**  
**LIST OF**  
**SELECTED INTERVIEWEES**

**Pierre, SD  
Market Study**

Elliott Nelson – Pierre Pickleball Club: Coach/Instructor  
Shannon Malone – Oahe Junior Olympic Softball  
Pat Buscher - Howkota Archery Club: Board Member  
Scott Larson – Lewis and Clark Rifle and Pistol Club  
Tim Withers – Archery – 4H Program: Liaison  
John Forman – Pierre Junior Shooters: Coach  
Pat Snyder - Capital City Baseball Association: President  
Bob Mercer - Post 8 Legion Baseball: Organizer  
Ron Chambers – Pierre Horseshoe League  
Tony Jockheck – Cornhole League: Organizer  
Kelly Mikkelsen – 5<sup>th</sup> & 6<sup>th</sup> Gr. Girls Basketball Travel Team: Coach  
Terry Becker – High School Boys Basketball Coach: Pierre School District  
Lisa Kannegieter – High School Girls Basketball Coach: Pierre School District  
Jim Edman – Adult Men's Basketball League: Organizer  
Kim Leiferman – Capital Area Soccer Association: President and  
Brad Cruse – Oahe FC Soccer Club: Coach  
Paul Turman – Pierre Youth Wrestling: President  
Kacy Kienholz – Oahe Junior Olympic Volleyball: Director  
Heather Forney – Pierre Tennis Association: President  
Dennis Hook – Tae Kwon Do: Instructor  
Lois Ries – Convention & Visitors Bureau: Director  
Dan Whalen – Pierre School District: Athletic Director  
Jeff Filipek – YMCA: Executive Director  
Park Board  
City/Facility Task Force  
Leon Schochenmaier – City of Pierre: City Administrator and  
Dr. Dan Rasmussen – Avera Medical Group  
Becky Bowers – Capital Area Boys and Girls Club: Director

**ATTACHMENT B**  
**DEMOGRAPHIC REPORTS**

Pop-Facts: Demographic Snapshot 2013 Report						
	10 Mile(s)		20 Mile(s)		50 Mile(s)	
Description	<i>DrvDist 1</i>	%	<i>DrvDist 2</i>	%	<i>DrvDist 3</i>	%
<b>Population</b>						
2018 Projection	19,306		20,321		25,700	
2013 Estimate	18,307		19,262		24,583	
2010 Census	17,688		18,613		23,941	
2000 Census	16,363		17,426		23,740	
Growth 2013-2018	5.46%		5.50%		4.54%	
Growth 2010-2013	3.50%		3.49%		2.68%	
Growth 2000-2010	8.10%		6.81%		0.85%	
<b>2013 Est. Pop by Single Race Class</b>	18,307		19,262		24,583	
White Alone	15,624	85.34	16,485	85.58	21,275	86.54
Black or African American Alone	99	0.54	104	0.54	113	0.46
Amer. Indian and Alaska Native Alone	1,900	10.38	1,965	10.20	2,358	9.59
Asian Alone	102	0.56	103	0.53	107	0.44
Native Hawaiian and Other Pac. Isl. Alone	0	0.00	0	0.00	5	0.02
Some Other Race Alone	89	0.49	93	0.48	102	0.41
Two or More Races	493	2.69	511	2.65	624	2.54
<b>2013 Est. Pop Hisp or Latino by Origin</b>	18,307		19,262		24,583	
Not Hispanic or Latino	17,967	98.14	18,910	98.17	24,172	98.33
Hispanic or Latino:	340	1.86	352	1.83	411	1.67
Mexican	261	76.76	272	77.27	300	72.99
Puerto Rican	54	15.88	54	15.34	55	13.38
Cuban	0	0.00	0	0.00	1	0.24
All Other Hispanic or Latino	25	7.35	26	7.39	55	13.38
<b>2013 Est. Hisp or Latino by Single Race Class</b>	340		352		411	
White Alone	140	41.18	146	41.48	172	41.85
Black or African American Alone	0	0.00	0	0.00	0	0.00
American Indian and Alaska Native Alone	55	16.18	56	15.91	64	15.57
Asian Alone	2	0.59	3	0.85	3	0.73
Native Hawaiian and Other Pacific Islander Alone	0	0.00	0	0.00	1	0.24
Some Other Race Alone	74	21.76	77	21.88	86	20.92
Two or More Races	69	20.29	70	19.89	86	20.92
Pop-Facts: Demographic Snapshot 2013 Report						



	10 Mile(s)		20 Mile(s)		50 Mile(s)	
Description	<i>DrvDist 1</i>	%	<i>DrvDist 2</i>	%	<i>DrvDist 3</i>	%
<b>2013 Est. Pop. Asian Alone Race by Cat</b>	102		103		107	
Chinese, except Taiwanese	6	5.88	6	5.83	8	7.48
Filipino	53	51.96	53	51.46	54	50.47
Japanese	33	32.35	34	33.01	35	32.71
Asian Indian	0	0.00	0	0.00	0	0.00
Korean	0	0.00	0	0.00	0	0.00
Vietnamese	1	0.98	1	0.97	1	0.93
Cambodian	1	0.98	1	0.97	1	0.93
Hmong	0	0.00	0	0.00	0	0.00
Laotian	0	0.00	0	0.00	0	0.00
Thai	8	7.84	8	7.77	8	7.48
All Other Asian Races Including 2+ Category	0	0.00	0	0.00	0	0.00
<b>2013 Est. Population by Ancestry</b>	18,307		19,262		24,583	
Pop, Arab	9	0.05	10	0.05	18	0.07
Pop, Czech	432	2.36	448	2.33	556	2.26
Pop, Danish	247	1.35	257	1.33	329	1.34
Pop, Dutch	269	1.47	290	1.51	420	1.71
Pop, English	1,029	5.62	1,069	5.55	1,317	5.36
Pop, French (except Basque)	248	1.35	255	1.32	381	1.55
Pop, French Canadian	44	0.24	46	0.24	52	0.21
Pop, German	6,227	34.01	6,606	34.30	8,706	35.41
Pop, Greek	1	0.01	2	0.01	2	0.01
Pop, Hungarian	8	0.04	8	0.04	9	0.04
Pop, Irish	1,076	5.88	1,137	5.90	1,489	6.06
Pop, Italian	45	0.25	45	0.23	62	0.25
Pop, Lithuanian	0	0.00	0	0.00	5	0.02
Pop, United States or American	681	3.72	713	3.70	853	3.47
Pop, Norwegian	1,696	9.26	1,771	9.19	2,170	8.83
Pop, Polish	108	0.59	121	0.63	176	0.72
Pop, Portuguese	2	0.01	3	0.02	5	0.02
Pop, Russian	49	0.27	59	0.31	84	0.34
Pop, Scottish	57	0.31	63	0.33	124	0.50
Pop, Scotch-Irish	94	0.51	101	0.52	132	0.54
Pop, Slovak	0	0.00	0	0.00	0	0.00
Pop, Sub-Saharan African	30	0.16	30	0.16	31	0.13
Pop, Swedish	528	2.88	563	2.92	698	2.84
Pop, Swiss	11	0.06	11	0.06	19	0.08
Pop, Ukrainian	3	0.02	4	0.02	6	0.02
Pop, Welsh	17	0.09	17	0.09	26	0.11
Pop, West Indian (exc Hisp groups)	0	0.00	0	0.00	0	0.00
Pop, Other ancestries	3,846	21.01	4,003	20.78	4,721	19.20

Pop-Facts: Demographic Snapshot 2013 Report						
	10 Mile(s)		20 Mile(s)		50 Mile(s)	
Description	<i>DrvDist 1</i>	%	<i>DrvDist 2</i>	%	<i>DrvDist 3</i>	%
<b>2013 Est. Population by Ancestry</b>						
Pop, Ancestry Unclassified	1,551	8.47	1,629	8.46	2,193	8.92
<b>2013 Est. Pop Age 5+ by Language Spoken At Home</b>	17,072		17,963		22,951	
Speak Only English at Home	15,718	92.07	16,583	92.32	21,421	93.33
Speak Asian/Pac. Isl. Lang. at Home	30	0.18	30	0.17	35	0.15
Speak IndoEuropean Language at Home	470	2.75	478	2.66	559	2.44
Speak Spanish at Home	201	1.18	216	1.20	257	1.12
Speak Other Language at Home	653	3.82	656	3.65	679	2.96
<b>2013 Est. Population by Sex</b>	18,307		19,262		24,583	
Male	8,871	48.46	9,371	48.65	12,145	49.40
Female	9,436	51.54	9,891	51.35	12,438	50.60
<b>2013 Est. Population by Age</b>	18,307		19,262		24,583	
Age 0 - 4	1,235	6.75	1,299	6.74	1,632	6.64
Age 5 - 9	1,183	6.46	1,250	6.49	1,580	6.43
Age 10 - 14	1,163	6.35	1,228	6.38	1,577	6.42
Age 15 - 17	740	4.04	786	4.08	1,024	4.17
Age 18 - 20	560	3.06	583	3.03	717	2.92
Age 21 - 24	895	4.89	938	4.87	1,169	4.76
Age 25 - 34	2,279	12.45	2,365	12.28	2,846	11.58
Age 35 - 44	2,235	12.21	2,348	12.19	2,885	11.74
Age 45 - 54	2,646	14.45	2,809	14.58	3,636	14.79
Age 55 - 64	2,636	14.40	2,783	14.45	3,592	14.61
Age 65 - 74	1,531	8.36	1,619	8.41	2,171	8.83
Age 75 - 84	808	4.41	846	4.39	1,211	4.93
Age 85 and over	397	2.17	407	2.11	543	2.21
Age 16 and over	14,492	79.16	15,236	79.10	19,475	79.22
Age 18 and over	13,986	76.40	14,699	76.31	18,771	76.36
Age 21 and over	13,426	73.34	14,116	73.28	18,053	73.44
Age 65 and over	2,736	14.95	2,872	14.91	3,925	15.97
<b>2013 Est. Median Age</b>	39.9		40.0		41.1	
<b>2013 Est. Average Age</b>	39.60		39.60		40.20	

Pop-Facts: Demographic Snapshot 2013 Report						
	10 Mile(s)		20 Mile(s)		50 Mile(s)	
Description	<i>DrvDist 1</i>	%	<i>DrvDist 2</i>	%	<i>DrvDist 3</i>	%
<b>2013 Est. Male Population by Age</b>	8,871		9,371		12,145	
Age 0 - 4	637	7.18	672	7.17	852	7.02
Age 5 - 9	608	6.85	641	6.84	824	6.78
Age 10 - 14	590	6.65	624	6.66	812	6.69
Age 15 - 17	381	4.29	406	4.33	532	4.38
Age 18 - 20	299	3.37	311	3.32	387	3.19
Age 21 - 24	451	5.08	475	5.07	609	5.01
Age 25 - 34	1,089	12.28	1,136	12.12	1,399	11.52
Age 35 - 44	1,048	11.81	1,103	11.77	1,374	11.31
Age 45 - 54	1,237	13.94	1,319	14.08	1,737	14.30
Age 55 - 64	1,324	14.93	1,400	14.94	1,836	15.12
Age 65 - 74	749	8.44	799	8.53	1,086	8.94
Age 75 - 84	335	3.78	355	3.79	519	4.27
Age 85 and over	125	1.41	129	1.38	178	1.47
<b>2013 Est. Median Age, Male</b>	38.6		38.8		39.8	
<b>2013 Est. Average Age, Male</b>	38.50		38.60		39.20	
<b>2013 Est. Female Population by Age</b>	9,436		9,891		12,438	
Age 0 - 4	598	6.34	627	6.34	781	6.28
Age 5 - 9	576	6.10	608	6.15	755	6.07
Age 10 - 14	573	6.07	605	6.12	765	6.15
Age 15 - 17	359	3.80	380	3.84	492	3.96
Age 18 - 20	261	2.77	272	2.75	330	2.65
Age 21 - 24	444	4.71	463	4.68	560	4.50
Age 25 - 34	1,189	12.60	1,229	12.43	1,448	11.64
Age 35 - 44	1,187	12.58	1,244	12.58	1,511	12.15
Age 45 - 54	1,409	14.93	1,491	15.07	1,899	15.27
Age 55 - 64	1,313	13.91	1,383	13.98	1,756	14.12
Age 65 - 74	782	8.29	820	8.29	1,084	8.72
Age 75 - 84	473	5.01	491	4.96	693	5.57
Age 85 and over	272	2.88	278	2.81	365	2.93
<b>2013 Est. Median Age, Female</b>	41.0		41.1		42.2	
<b>2013 Est. Average Age, Female</b>	40.60		40.60		41.20	

Pop-Facts: Demographic Snapshot 2013 Report						
	10 Mile(s)		20 Mile(s)		50 Mile(s)	
Description	<i>DrvDist 1</i>	%	<i>DrvDist 2</i>	%	<i>DrvDist 3</i>	%
<b>2013 Est. Pop Age 15+ by Marital Status</b>	14,726		15,485		19,794	
Total, Never Married	3,879	26.34	4,061	26.23	5,070	25.61
Males, Never Married	2,066	14.03	2,169	14.01	2,758	13.93
Females, Never Married	1,813	12.31	1,892	12.22	2,312	11.68
Married, Spouse present	7,606	51.65	8,059	52.04	10,416	52.62
Married, Spouse absent	571	3.88	588	3.80	702	3.55
Widowed	1,002	6.80	1,040	6.72	1,387	7.01
Males Widowed	149	1.01	161	1.04	243	1.23
Females Widowed	852	5.79	879	5.68	1,145	5.78
Divorced	1,669	11.33	1,739	11.23	2,219	11.21
Males Divorced	818	5.55	866	5.59	1,172	5.92
Females Divorced	851	5.78	873	5.64	1,047	5.29
<b>2013 Est. Pop. Age 25+ by Edu. Attainment</b>	12,532		13,177		16,884	
Less than 9th grade	420	3.35	446	3.38	621	3.68
Some High School, no diploma	393	3.14	419	3.18	592	3.51
High School Graduate (or GED)	3,685	29.40	3,896	29.57	5,311	31.46
Some College, no degree	2,728	21.77	2,903	22.03	3,775	22.36
Associate Degree	1,120	8.94	1,168	8.86	1,431	8.48
Bachelor's Degree	2,995	23.90	3,120	23.68	3,796	22.48
Master's Degree	768	6.13	793	6.02	884	5.24
Professional School Degree	304	2.43	313	2.38	331	1.96
Doctorate Degree	118	0.94	121	0.92	143	0.85
<b>2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat</b>	146		152		172	
CY Pop 25+, Hisp/Lat, < High School Diploma	24	16.44	27	17.76	35	20.35
CY Pop 25+, Hisp/Lat, High School Graduate	36	24.66	37	24.34	42	24.42
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	13	8.90	14	9.21	15	8.72
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	73	50.00	74	48.68	80	46.51
<b>Households</b>						
2018 Projection	8,251		8,650		10,997	
2013 Estimate	7,739		8,111		10,405	
2010 Census	7,408		7,766		10,032	
2000 Census	6,521		6,931		9,461	
Growth 2013-2018	6.62%		6.65%		5.69%	
Growth 2010-2013	4.47%		4.44%		3.72%	
Growth 2000-2010	13.60%		12.05%		6.04%	

Pop-Facts: Demographic Snapshot 2013 Report						
	10 Mile(s)		20 Mile(s)		50 Mile(s)	
Description	<i>DrvDist 1</i>	%	<i>DrvDist 2</i>	%	<i>DrvDist 3</i>	%
<b>2013 Est. Households by Household Type</b>	7,739		8,111		10,405	
Family Households	4,836	62.49	5,117	63.09	6,636	63.78
Nonfamily Households	2,903	37.51	2,994	36.91	3,769	36.22
<b>2013 Est. Group Quarters Population</b>	774		774		807	
<b>2013 HHs by Ethnicity, Hispanic/Latino</b>	96	1.24	99	1.22	114	1.10
<b>2013 Est. HHs by HH Income</b>	7,739		8,111		10,405	
CY HHs, Inc < \$15,000	889	11.49	918	11.32	1,201	11.54
CY HHs, Inc \$15,000 - \$24,999	764	9.87	787	9.70	1,044	10.03
CY HHs, Inc \$25,000 - \$34,999	1,059	13.68	1,115	13.75	1,430	13.74
CY HHs, Inc \$35,000 - \$49,999	862	11.14	928	11.44	1,327	12.75
CY HHs, Inc \$50,000 - \$74,999	1,607	20.76	1,675	20.65	2,148	20.64
CY HHs, Inc \$75,000 - \$99,999	1,145	14.80	1,197	14.76	1,465	14.08
CY HHs, Inc \$100,000 - \$124,999	704	9.10	752	9.27	902	8.67
CY HHs, Inc \$125,000 - \$149,999	258	3.33	268	3.30	346	3.33
CY HHs, Inc \$150,000 - \$199,999	262	3.39	272	3.35	304	2.92
CY HHs, Inc \$200,000 - \$249,999	84	1.09	87	1.07	102	0.98
CY HHs, Inc \$250,000 - \$499,999	91	1.18	97	1.20	117	1.12
CY HHs, Inc \$500,000+	14	0.18	14	0.17	19	0.18
<b>2013 Est. Average Household Income</b>	\$66,164		\$66,294		\$64,496	
<b>2013 Est. Median Household Income</b>	\$54,582		\$54,572		\$52,331	
<b>2013 Median HH Inc by Single Race Class. or Ethn</b>						
White Alone	58,016		57,937		55,288	
Black or African American Alone	40,144		39,834		38,736	
American Indian and Alaska Native Alone	25,156		25,107		24,697	
Asian Alone	59,372		59,375		59,807	
Native Hawaiian and Other Pacific Islander Alone	0		0		42,500	
Some Other Race Alone	31,526		32,181		32,714	
Two or More Races	50,032		49,883		46,957	
Hispanic or Latino	39,161		47,128		50,966	
Not Hispanic or Latino	54,701		54,661		52,350	

Pop-Facts: Demographic Snapshot 2013 Report						
	10 Mile(s)		20 Mile(s)		50 Mile(s)	
Description	<i>DrvDist 1</i>	%	<i>DrvDist 2</i>	%	<i>DrvDist 3</i>	%
<b>2013 Est. Family HH Type, Presence Own Children</b>	4,836		5,117		6,636	
Married-Couple Family, own children	1,506	31.14	1,585	30.98	1,999	30.12
Married-Couple Family, no own children	2,337	48.33	2,497	48.80	3,310	49.88
Male Householder, own children	170	3.52	184	3.60	224	3.38
Male Householder, no own children	93	1.92	106	2.07	158	2.38
Female Householder, own children	549	11.35	558	10.90	706	10.64
Female Householder, no own children	181	3.74	187	3.65	239	3.60
<b>2013 Est. Households by Household Size</b>	7,739		8,111		10,405	
1-person household	2,594	33.52	2,672	32.94	3,396	32.64
2-person household	2,709	35.00	2,861	35.27	3,719	35.74
3-person household	1,042	13.46	1,098	13.54	1,387	13.33
4-person household	838	10.83	883	10.89	1,125	10.81
5-person household	374	4.83	401	4.94	511	4.91
6-person household	126	1.63	134	1.65	182	1.75
7 or more person household	56	0.72	61	0.75	85	0.82
<b>2013 Est. Average Household Size</b>	2.27		2.28		2.29	
<b>2013 Est. Households by Presence of People</b>	7,739		8,111		10,405	
<b>Households with 1 or more People under Age 18:</b>	2,358	30.47	2,468	30.43	3,124	30.02
Married-Couple Family	1,561	66.20	1,638	66.37	2,071	66.29
Other Family, Male Householder	178	7.55	198	8.02	255	8.16
Other Family, Female Householder	579	24.55	588	23.82	741	23.72
Nonfamily, Male Householder	33	1.40	36	1.46	50	1.60
Nonfamily, Female Householder	7	0.30	7	0.28	7	0.22
<b>Households no People under Age 18:</b>	5,381	69.53	5,643	69.57	7,281	69.98
Married-Couple Family	2,255	41.91	2,409	42.69	3,191	43.83
Other Family, Male Householder	88	1.64	92	1.63	126	1.73
Other Family, Female Householder	151	2.81	156	2.76	190	2.61
Nonfamily, Male Householder	1,284	23.86	1,341	23.76	1,786	24.53
Nonfamily, Female Householder	1,602	29.77	1,646	29.17	1,989	27.32
<b>2013 Est. Households by Number of Vehicles</b>	7,739		8,111		10,405	
No Vehicles	524	6.77	529	6.52	585	5.62
1 Vehicle	2,571	33.22	2,625	32.36	3,076	29.56
2 Vehicles	2,885	37.28	3,036	37.43	3,944	37.90
3 Vehicles	1,249	16.14	1,333	16.43	1,795	17.25
4 Vehicles	344	4.45	394	4.86	627	6.03
5 or more Vehicles	167	2.16	193	2.38	378	3.63



Pop-Facts: Demographic Snapshot 2013 Report						
	10 Mile(s)		20 Mile(s)		50 Mile(s)	
Description	<i>DrvDist 1</i>	%	<i>DrvDist 2</i>	%	<i>DrvDist 3</i>	%
2013 Est. Average Number of Vehicles	2		2		2	
Family Households						
2018 Projection	5,158		5,458		7,014	
2013 Estimate	4,836		5,117		6,636	
2010 Census	4,625		4,894		6,394	
2000 Census	4,277		4,579		6,336	
Growth 2013-2018	6.66%		6.66%		5.70%	
Growth 2010-2013	4.56%		4.56%		3.78%	
Growth 2000-2010	8.14%		6.88%		0.92%	
2013 Est. Families by Poverty Status	4,836		5,117		6,636	
2013 Families at or Above Poverty	4,494	92.93	4,752	92.87	6,145	92.60
2013 Families at or Above Poverty with Children	1,994	41.23	2,091	40.86	2,649	39.92
2013 Families Below Poverty	342	7.07	364	7.11	491	7.40
2013 Families Below Poverty with Children	314	6.49	322	6.29	403	6.07
2013 Est. Pop Age 16+ by Employment Status	14,492		15,236		19,475	
In Armed Forces	93	0.64	96	0.63	101	0.52
Civilian - Employed	10,555	72.83	11,104	72.88	14,087	72.33
Civilian - Unemployed	216	1.49	228	1.50	323	1.66
Not in Labor Force	3,628	25.03	3,808	24.99	4,964	25.49
2013 Est. Civ Employed Pop 16+ Class of Worker	10,569		11,120		14,120	
For-Profit Private Workers	5,048	47.76	5,280	47.48	6,536	46.29
Non-Profit Private Workers	1,127	10.66	1,184	10.65	1,375	9.74
Local Government Workers	566	5.36	607	5.46	984	6.97
State Government Workers	2,555	24.17	2,639	23.73	2,909	20.60
Federal Government Workers	348	3.29	373	3.35	500	3.54
Self-Emp Workers	915	8.66	1,021	9.18	1,773	12.56
Unpaid Family Workers	10	0.09	17	0.15	44	0.31

Pop-Facts: Demographic Snapshot 2013 Report						
	10 Mile(s)		20 Mile(s)		50 Mile(s)	
Description	<i>DrvDist 1</i>	%	<i>DrvDist 2</i>	%	<i>DrvDist 3</i>	%
<b>2013 Est. Civ Employed Pop 16+ by Occupation</b>	10,569		11,120		14,120	
Architect/Engineer	246	2.33	254	2.28	278	1.97
Arts/Entertain/Sports	197	1.86	198	1.78	222	1.57
Building Grounds Maint	404	3.82	417	3.75	493	3.49
Business/Financial Ops	608	5.75	629	5.66	748	5.30
Community/Soc Svcs	264	2.50	269	2.42	310	2.20
Computer/Mathematical	316	2.99	324	2.91	345	2.44
Construction/Extraction	511	4.83	537	4.83	731	5.18
Edu/Training/Library	431	4.08	451	4.06	606	4.29
Farm/Fish/Forestry	159	1.50	187	1.68	350	2.48
Food Prep/Serving	593	5.61	618	5.56	764	5.41
Health Practitioner/Tec	485	4.59	512	4.60	584	4.14
Healthcare Support	212	2.01	224	2.01	279	1.98
Maintenance Repair	242	2.29	262	2.36	376	2.66
Legal	152	1.44	155	1.39	160	1.13
Life/Phys/Soc Science	162	1.53	173	1.56	215	1.52
Management	1,388	13.13	1,473	13.25	2,111	14.95
Office/Admin Support	1,723	16.30	1,830	16.46	2,247	15.91
Production	344	3.25	355	3.19	468	3.31
Protective Svcs	233	2.20	240	2.16	303	2.15
Sales/Related	1,088	10.29	1,133	10.19	1,390	9.84
Personal Care/Svc	420	3.97	450	4.05	564	3.99
Transportation/Moving	389	3.68	429	3.86	578	4.09
<b>2013 Est. Pop 16+ by Occupation Classification</b>	10,569		11,120		14,120	
Blue Collar	1,487	14.07	1,583	14.24	2,152	15.24
White Collar	7,060	66.80	7,402	66.56	9,215	65.26
Service and Farm	2,022	19.13	2,135	19.20	2,753	19.50
<b>2013 Est. Workers Age 16+, Transp. To Work</b>	10,458		11,005		13,965	
Drove Alone	8,119	77.63	8,466	76.93	10,363	74.21
Car Pooled	1,442	13.79	1,580	14.36	2,006	14.36
Public Transportation	46	0.44	51	0.46	71	0.51
Walked	396	3.79	408	3.71	609	4.36
Bicycle	23	0.22	24	0.22	30	0.21
Other Means	116	1.11	123	1.12	159	1.14
Worked at Home	315	3.01	354	3.22	727	5.21

Pop-Facts: Demographic Snapshot 2013 Report						
	10 Mile(s)		20 Mile(s)		50 Mile(s)	
Description	<i>DrvDist 1</i>	%	<i>DrvDist 2</i>	%	<i>DrvDist 3</i>	%
<b>2013 Est. Workers Age 16+ by Travel Time to Work *</b>						
Less than 15 Minutes	7,508		7,734		9,208	
15 - 29 Minutes	1,991		2,199		2,780	
30 - 44 Minutes	278		323		620	
45 - 59 Minutes	120		143		273	
60 or more Minutes	181		194		295	
<b>2013 Est. Avg Travel Time to Work in Minutes</b>	13.57		13.87		14.78	
<b>2013 Est. Tenure of Occupied Housing Units</b>	7,739		8,111		10,405	
Owner Occupied	5,148	66.52	5,461	67.33	7,242	69.60
Renter Occupied	2,591	33.48	2,650	32.67	3,163	30.40
<b>2013 Owner Occ. HUs: Avg. Length of Residence</b>	17.3		17.4		18.6	
<b>2013 Renter Occ. HUs: Avg. Length of Residence</b>	7.9		7.9		8.4	
<b>2013 Est. All Owner-Occupied Housing Values</b>	5,148		5,461		7,242	
Value Less than \$20,000	288	5.59	307	5.62	454	6.27
Value \$20,000 - \$39,999	287	5.57	313	5.73	581	8.02
Value \$40,000 - \$59,999	316	6.14	337	6.17	581	8.02
Value \$60,000 - \$79,999	311	6.04	336	6.15	554	7.65
Value \$80,000 - \$99,999	334	6.49	355	6.50	520	7.18
Value \$100,000 - \$149,999	1,362	26.46	1,447	26.50	1,774	24.50
Value \$150,000 - \$199,999	977	18.98	1,029	18.84	1,167	16.11
Value \$200,000 - \$299,999	828	16.08	858	15.71	997	13.77
Value \$300,000 - \$399,999	256	4.97	272	4.98	347	4.79
Value \$400,000 - \$499,999	96	1.86	102	1.87	124	1.71
Value \$500,000 - \$749,999	64	1.24	72	1.32	95	1.31
Value \$750,000 - \$999,999	4	0.08	6	0.11	17	0.23
Value \$1,000,000 or more	27	0.52	28	0.51	33	0.46
<b>2013 Est. Median All Owner-Occupied Housing Value</b>	\$138,148		\$137,435		\$126,270	

Pop-Facts: Demographic Snapshot 2013 Report						
	10 Mile(s)		20 Mile(s)		50 Mile(s)	
Description	<i>DrvDist 1</i>	%	<i>DrvDist 2</i>	%	<i>DrvDist 3</i>	%
<b>2013 Est. Housing Units by Units in Structure</b>	8,301		8,750		11,664	
1 Unit Attached	186	2.24	191	2.18	221	1.89
1 Unit Detached	4,888	58.88	5,190	59.31	7,409	63.52
2 Units	62	0.75	63	0.72	103	0.88
3 or 4 Units	302	3.64	304	3.47	350	3.00
5 to 19 Units	865	10.42	876	10.01	934	8.01
20 to 49 Units	410	4.94	411	4.70	437	3.75
50 or More Units	236	2.84	237	2.71	238	2.04
Mobile Home or Trailer	1,351	16.28	1,477	16.88	1,972	16.91
Boat, RV, Van, etc.	0	0.00	0	0.00	0	0.00
<b>2013 Est. Housing Units by Year Structure Built</b>	8,301		8,750		11,664	
Housing Unit Built 2005 or later	336	4.05	357	4.08	442	3.79
Housing Unit Built 2000 to 2004	604	7.28	665	7.60	808	6.93
Housing Unit Built 1990 to 1999	1,217	14.66	1,301	14.87	1,649	14.14
Housing Unit Built 1980 to 1989	880	10.60	929	10.62	1,211	10.38
Housing Unit Built 1970 to 1979	2,211	26.64	2,304	26.33	2,869	24.60
Housing Unit Built 1960 to 1969	924	11.13	959	10.96	1,285	11.02
Housing Unit Built 1950 to 1959	742	8.94	762	8.71	1,015	8.70
Housing Unit Built 1940 to 1949	137	1.65	152	1.74	344	2.95

**PIERRE, SD**

**SELECTED INTERVIEWS**

**Pierre, SD  
Market Study**

Elliott Nelson – Pierre Pickleball Club: Coach/Instructor  
Shannon Malone – Oahe Junior Olympic Softball  
Pat Buscher - Howkota Archery Club: Board Member  
Scott Larson – Lewis and Clark Rifle and Pistol Club  
Tim Withers – Archery – 4H Program: Liaison  
John Forman – Pierre Junior Shooters: Coach  
Pat Snyder - Capital City Baseball Association: President  
Bob Mercer - Post 8 Legion Baseball: Organizer  
Ron Chambers – Pierre Horseshoe League  
Tony Jockheck – Cornhole League: Organizer  
Kelly Mikkelsen – 5<sup>th</sup> & 6<sup>th</sup> Gr. Girls Basketball Travel Team: Coach  
Terry Becker – High School Boys Basketball Coach: Pierre School District  
Lisa Kannegieter – High School Girls Basketball Coach: Pierre School District  
Jim Edman – Adult Men's Basketball League: Organizer  
Kim Leiferman – Capital Area Soccer Association: President and  
Brad Cruse – Oahe FC Soccer Club: Coach  
Paul Turman – Pierre Youth Wrestling: President  
Kacy Kienholz – Oahe Junior Olympic Volleyball: Director  
Heather Forney – Pierre Tennis Association: President  
Dennis Hook – Tae Kwon Do: Instructor  
Lois Ries – Convention & Visitors Bureau: Director  
Dan Whalen – Pierre School District: Athletic Director  
Jeff Filipek – YMCA: Executive Director  
Park Board  
City/Facility Task Force  
Leon Schochenmaier – City of Pierre: City Administrator and  
Dr. Dan Rasmussen – Avera Medical Group  
Becky Bowers – Capital Area Boys and Girls Club: Director



## **Pickleball**

### **Elliott Nelson – Pierre Pickleball Club – Coach/Instructor**

- Roughly 120 players in the club that played the sport over the course of the year, but at least 60 players play at least once a week
- Ages range from 9-78. Average age is in the 50's
- It's free to play for the club
- They are the only Pickleball club in the area
- There is no official Pickleball season. They play year round.
- Indoor activities are scheduled by Elliott
- There are no tournaments or leagues they simply play open play
- The indoor space they currently use are the following;
  - YMCA: They have 3 courts which is 30ft x 60ft. They utilize the facility from October to April for 12-14 hours a week total. But one must be a member of the Y to play. If one is not a member there is a \$3-\$4 daily charge.
  - Boys & Girls Club: They have 2 new courts which is 30x60 that will start in November. They will be charging \$20 a month per person for those to use the facility for the sport. It will be offered two days a week from 10am-12pm.
  - Ft. Pierre Community Youth Center: Just put in 2 courts which are 30 x 60. It's mainly free to use.
  - Faith Lutheran Church: They have 2 courts which is 30 x 60. Must be a member of the church to play, but it is free for members.
- Availability of indoor space according to Elliott is limited
- The club does not have an existing arrangement with a facility
- Elliott feels there is a need for an indoor sports facility in the market for the sport because of the lack of indoor facilities
- Ideal location to maximize the participation base for most of the market would be in Pierre. The city is small enough you can drive to anywhere close
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – 34 x 64ft
  - Flooring – concrete
  - Unacceptable size and flooring – less then 30 x 60ft and in terms of flooring sport court
  - Other amenities – spectator space, concessions, mezzanine area for social time
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – Yes, but the numbers aren't there yet to support a league
  - Rental – Yes, and would utilize it from mid October – April. Would utilize the space for 15-18 hours a week total (5 days a week)
- Elliott wouldn't know if the club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Elliott feels if a rental rate between \$25-\$45 per hour were in place to use/rent the facility he feels most people wouldn't want to pay the fee since the sport involves a lot of sitting around

## **Softball**

### **Shannon Malone – Oahe Junior Olympic Softball**

- There are 300 girls in the softball club
- Ages are from 8-18
- They are the only softball club in the area
- Cost per player is \$45 for the season
- Season goes from mid May to end of July
- In season training regimens consists of two days a week for two hours
- The club does not have an out of season training regimen
- Indoor activities are scheduled by the coaches
- The league the club plays in ASA sanctioned with 10 games
- Some teams do participate in 4 tournaments which the tournament cost are from \$250-\$400. Tournaments are ASA sanctioned
- Availability of indoor space according to Shannon is very limited
- Some teams and individuals do utilize a basement of a business (Reinky Grey Building) which is free to use
- The club does not have an existing arrangement with a facility
- Shannon does feel there is a need for an additional indoor sports facility in the market for the sport because teams are in need of indoor space for training and development
- Ideal location to maximize the participation base for most of the market would be in Pierre. Within a 10 mile radius from the city.
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – 200 ft infield with 60 ft bases
  - Flooring – sport court
  - Unacceptable size and flooring – less than 2 full size basketball courts and in terms of flooring concrete or wood
  - Other amenities – Two batting cages, pitching station with softball pitching machines, weight room, track, concessions, multi-purpose meeting room
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – maybe. And if it were a yes about 6 teams would participate
  - Rental – Yes, and would utilize it year round for about 10-20 hours total per week. However, the organization would not pay a rental fee of \$25-\$45 per hour to utilize the facility. They could possibly consider a one year flat rate of \$500-\$1000 to utilize the facility.
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Other sports groups that might impact the usage of an indoor sports facility in the market would be soccer and baseball teams

## **Shooting Sports**

### **Pat Buscher - Howkota Archery Club: Board Member**

- The club has been around since 1956
- There was 85 paid members when the Auditorium was open
- The state archery championship are held at the Ft. Pierre Expo Center
- Membership fees are \$40 for the year
- The club is in the process of using the Youth Conservation Building which is 35 x 85 ft. The cost will be around \$5000 per year for the usage of the indoor space which will be used year round. They will use the space for 3 days a week for 4 hours a day
- The club holds summer rec. archery program in June and July
- Indoor activities are scheduled by the board members
- They do run leagues, but they are not sanctioned. Cost is \$20 per person and about 30 people participate. The leagues are open to the community
- As of now the club is not in any indoor facility
- Availability of indoor space according to Pat is very limited
- The club will possibly have an arrangement with the Youth Conservation Building
- Pat feels there is a need for an additional indoor sports facility because the lack of a multi use space in the city
- Ideal location to maximize the participation base for most of the market would be in Pierre. Within the city limits
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – 150 x 60 ft
  - Flooring – concrete
  - Unacceptable size and flooring – less then 30 x 80 ft and in terms of flooring gravel
  - Other amenities – lighting, restrooms, security, storage space and good ceiling height
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – yes and about 10-30 individuals would participate
  - Rental – Yes, and would utilize the facility year round for 20 hours a week (total)
  - Camps/Clinics – Yes, and up to 20 kids would participate. The club would also promote the camps/clinics
  - Tournaments – Yes
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Other sports groups that might impact the usage of an indoor sports facility in the market would be bb gun club and non-profit groups

### **Scott Larson – Lewis and Clark Rifle and Pistol Club**

- The club has been around since 1947
- There are about 80-85 adult members and 10-15 junior members
- Cost is about \$35-45 per adult for the year or \$10 for the kids
- The closest indoor shooting range is about 50-60 miles away
- Season for indoor goes from October to May 1<sup>st</sup>
- The club does participate in indoor leagues which the entry fee is about \$20-\$27 per person for 8 matches
- Availability of indoor space according to Scott is very limited
- The club does not have an indoor facility to utilize since the Auditorium shut down
- The club does not have an existing arrangement with an indoor facility
- Scott feels there is a need for an additional indoor sports facility in the market for the sport because membership has been steady for the last 20 plus years
- Ideal location to maximize the participation base for most of the market would be in Pierre within the city limits
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – a basement area with a size of 100 x 40 ft
  - Flooring – concrete
  - Unacceptable size and flooring – less than 70 x 40 ft and in terms of flooring n/a
  - Other amenities – exhaust system to push the smoke away from the gun, lighting and good height (about 8-10 ft)
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – yes for both pistol and rifle. About 15-20 individuals would participate for Pistol and 12-15 individuals would participate for Rifle
  - Rental – Yes, and would utilize the facility from November to April for about 15-20 hours a week (total). However, they would not have enough members to pay a hourly rental rate of \$25-\$45
  - Camps/Clinics – Yes, and up to 10 kids would participate. The club would also promote the camps/clinics
  - Tournaments – Yes. In addition, the state championships were held in Pierre
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities

### **Tim Withers – Archery – 4H Program – Liaison**

- 4H is the governing body for archery in the county
- Tim has seen a decline in participants due to the lack of indoor facilities
- There is no fee for kids to participate or be a part of the 4H program
- Season goes from January to end of April for indoor programs
- Indoor activities are scheduled by Tim
- 4H work in partnership with the Howkota Archery Club especially with tournaments
- 4H is more of an instructional type program
- The program currently uses the Youth Conservation Building for indoor space
- They currently pay \$500 for 3 months of rental space for one day a week for three hours a week (total) from January to April
- Availability of indoor space according to Tim is very limited

- The 4H program does not have an existing arrangement with a facility
- Tim feels there is a need for an additional indoor sports facility in the market for the sport because the lack of indoor facilities is causing a decline in participants participating in archery
- Kids train one day a week for about 45 minutes
- Indoor activities are optional
- Ideal location to maximize the participation base for most of the market would be in Pierre. Within the city limits
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – 50 x 100 ft
  - Flooring – concrete
  - Unacceptable size and flooring – less than 50 x 100 ft and in terms of flooring n/a
  - Other amenities – weight room, concessions
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – yes and about 25 kids would participate
  - Rental – Yes, and would utilize the facility from January to April for 15-20 hours a week (total)
  - Camps/Clinics – Yes, and up to 50-60 kids would participate. The club would also promote the camps/clinics
  - Tournaments – Yes. In addition, they would host one for indoor.
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- The closest tournament is two hours away for a regional tournament which is in Mitchell

#### **John Forman – Pierre Junior Shooters – Coach**

- There are 85 kids in the program from ages 8-15
- They offer bb gun, Air Rifle and Air Pistol training
- Cost is \$25 per child / per year
- The other shooting sport/club in the area is Lewis and Clark Rifle and Pistol Club
- Season for Air Rifle and Air Pistol is from November 1 to end of April and for bb gun the season is from early January to late April. Nationals are in July
- In season training regimens consists of one day a week for one to two hours
- There is no out of season training regimens
- Indoor activities are scheduled by John
- Out of season indoor activities are optional
- The club does enter from one to three tournaments a year (mainly bb gun tournaments) which they use the high school gym. The tournament brings in about 200 shooters. The tournaments they enter are local and they are sanctioned by the state 4-H or by USA Shooting. Tournament fees are about \$10 per shooter
- The club does engage in indoor activities at the Youth Conservation Center. The size of the space they use is roughly 75 x 48 ft. They currently utilize the space for about 10-12 hours a week from January to April. The club pays \$4000 for the year to utilize the space
- Availability of indoor space is not an issue for the club
- The club does have an existing arrangement with a facility – Youth Conservation Center
- John feels there is not a need for an additional indoor sports facility in the market for the sport because they have is adequate however, they would not mind to seek a bigger space/facility

- Ideal location to maximize the participation base for most of the market would be on the north edge of town towards the airport or Walmart
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – 60 x 100 ft
  - Flooring – concrete
  - Unacceptable size and flooring – less then 60 x 100 ft and in terms of flooring carpet
  - Other amenities – storage space for equipment and offices
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – maybe
  - Rental – Yes, and would utilize the facility from January to April for 10-12 hours a week (total)
  - Camps/Clinics – maybe. Never held a camp/clinic in Pierre
  - Tournaments – Yes.
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities



## **Baseball**

### **Pat Snyder - Capital City Baseball Association: President**

- There are 300 kids in the club from ages 7-12
- There are no other primary baseball clubs in the area
- Fees are \$35-\$40 per player for the year to play
- Season goes from late April to first week of August
- In season training regimens consists of one day a week for an hour and a half
- The club does not have an out of season training regimens
- Out of season indoor activities are optional
- The leagues the teams participate in are not sanctioned
- The club does not participate in any indoor leagues
- The club currently conducts indoor training activities at the following facilities; The Reinky Grey Building (which is an office basement) and at the Pierre Indian Learning Center
- Pat did not know how the current utilization of the indoor space and the rental fees to use the space. Pat did say the Reinky Grey building is free.
- Availability of indoor space according to Pat is very limited
- The club does not have an existing arrangement with a facility
- Pat feels there is a need for an additional indoor sports facility for the market for the sports because there is more interest of holding off season training and lack of facility space
- Ideal location to maximize the participation base for most of the market would be in Pierre right where the Auditorium is located
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – high school regulation basketball court size
  - Flooring – wood or sports court
  - Unacceptable size and flooring – less then high school basketball court and in terms of flooring tile
  - Other amenities – vending machines
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – no
  - Rental – Yes, and would utilize the facility from November to April for 6 hours a week (Total). If the price range for rental use were between \$25-45 per hour it would be tough to increase player registration – so no the association would not rent the facility it would be more up to the coaches if they wanted to use the facility
  - Camps/Clinics – Yes, and up to 100 kids would participate. The club would also promote the camps/clinics
  - Tournaments – no
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Other sports groups that might impact the usage of an indoor sports facility in the market would be softball, and Post 8 Baseball Club

### **Bob Mercer - Post 8 Legion Baseball: Organizer**

- There are two baseball leagues in Pierre and the Post 8 Legion Baseball runs a league for kids ages 13-18. Capital City Baseball Association runs a league for the younger age groups (Little League)
- The organization has 80 kids or 6 teams
- Cost per player is \$250-\$350 depending on the age group, but kids can defer the cost through fundraising
- Bob mentioned there are no other baseball clubs in the area, but the closest one is 60 miles away
- Season goes from Memorial Day to end of July
- In season training regimens consists of five days a week for two hours
- Out of season training regimens consists of 3-4 days a week from late January to April
- Out of season indoor activities are optional
- Indoor activities are scheduled by the head coaches
- Teams do currently engage in indoor activities at the following facilities;
  - PILC Facility: They currently use the gym and one batting cage from late January to April for 16 hours a week and pay \$600 for rental usage
  - Reinky Building: They currently use the basement of the building which has one batting cage and one pitching lane. The area is about 2800 sq. ft. They utilize the space from late January to April 4-5 days a week for 3-4 hours a night. They currently use the space for free
- Teams do not participate in any indoor league or fall ball leagues
- The only league that is sanctioned by the South Dakota VFT is the 15-16 year old division
- Availability of indoor space according to Bob is limited, but for his teams they do have the space during the time of year they need it
- The organization does not have an existing arrangement with a facility
- Bob feels there is not a need for an additional indoor sports facility in the market for the sport because their current needs are met with the two facilities they currently use. In addition, six months out of the year baseball is not a focus in the city – kids are playing other sports
- Ideal location to maximize the participation base for most of the market would be in Pierre
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – no
  - Rental – Uncertain
  - Camps/Clinics – Yes, and up to 40 kids would participate. The organization would also promote the camps/clinics. They have not held a camp or clinic in the last two years due to lack of participation. Average cost for a 1-2 days clinic is \$50-\$100 per player
  - Tournaments – no
- The organization is uncertain about a contractual arrangement to guarantee space and reduce the hourly cost of activities

## **Horseshoe**

### **Ron Chambers – Pierre Horseshoe League**

- There are currently 15-18 members in the club
- Cost to be a member is \$25 per person
- There are no other Horseshoe clubs in the area
- Season is from May to mid August
- They currently do not hold anything indoors because there are no indoor facilities
- The club hosted 4 tournaments in the city which individual fees are \$15 per person. The tournaments are sanctioned by NHPA
- The state championship will be held next year in Pierre
- The club does not participate in any indoor league
- Availability of indoor space according to Ron is very limited
- Ron feels there is not a need for an additional indoor sports facility in the market for the sport because of the lack of participants that support the sport
- Ideal location to maximize the participation base for most of the market would be in Pierre within city limits
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – 117 x 60 ft (8-9 pits)
  - Flooring – concrete with portable pits
  - Unacceptable size and flooring – less than 117 x 60 ft and in terms of flooring wood or tile
  - Other amenities – storage space, restrooms, concessions, and vending machines
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – yes, and about 10 individuals would participate
  - Rental – no
  - Tournaments – yes and about 30 individuals would participate
- The club would not consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Other sports groups that might impact the usage of an indoor sports facility in the market would be archery, soccer, bb gun, youth wrestling, volleyball, basketball and tae kwon do

## **Cornhole**

### **Tony Jockheck – cornhole League – Organizer**

- The cornhole league has been around for four years
- It's associated with the cornhole Association
- The summer leagues attracts 48 people or 24 teams
- They do have an indoor league which is played at the American Hotel in Fort Pierre
- The league has seen growth in the last three years
- Cost is \$60-\$80 per team per season (Summer and Winter)
- They do have a sponsorship with Budweiser
- Tony holds 3-4 tournaments a year which one of them is an indoor tournament. Fees are \$50 for a team or \$25 for singles.
- Tournaments are played in a double elimination system with best out of 3 games
- Season for summer is from May to August and for winter is from November to February
- The use of the American Hotel to hold the leagues is free. The space they use is about 90 x 40 ft
- They use the hotel from November to February for one day a week for four hours a week
- Availability of indoor space according to Tony is very limited
- Tony does have a verbal agreement with the hotel
- Tony feels there is a need for an additional indoor sports facility in the market for the sport because of the lack of indoor facility space especially with the Auditorium being shut down
- Ideal location to maximize the participation base for most of the market would be by the Auditorium or by the outdoor softball fields
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – high school gym
  - Flooring – carpet
  - Unacceptable size and flooring – less than 12 ft of ceiling height and in terms of flooring any surface will work
  - Other amenities – storage space, concessions and a sound system for music
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – yes and about 35 teams would participate
  - Rental – Yes, and would utilize the facility from November to February for about 4 hours a week (total) for one day a week. However, they would not pay a rental fee of \$25-\$45 per hour to utilize the facility especially when they have a current space for free. They would consider paying the fee for a tournament
  - Camps/Clinics – n/a
  - Tournaments – Yes and would host 2 tournaments that could attract about 35 teams
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Tony suggested that this space should be available for the community groups to use as well

## **Basketball**

### **Kelly Mikkelsen – 5<sup>th</sup> & 6<sup>th</sup> Gr. Girls Basketball Travel Team – Coach**

- This is one of 10 travel basketball teams in the city that play travel basketball
- There are no fees for kids to play, but the cost for tournaments and travel expenses
- Season is from mid November to end of March
- In season training regimens consists of 2 days a week for an hour and a half
- There is no out of season training regimens
- Out of season indoor activities are optional
- Indoor activities are scheduled by Kelly
- The team currently uses St. Joes Church gym for indoor activities.
- The use of the gym is free and the team uses the facility from November to March for two days a week for an hour and a half. The space is a full size basketball gym
- The team does enter into 9 tournaments a year. Entry fees are about \$120-125 per team for 3 games guaranteed. The team travels within a 2-4 hour radius for tournaments
- Availability of indoor space according to Kelly is pretty tough
- The team does not have an existing arrangement with a facility
- Kelly feels there is a need for an additional indoor sports facility because there is no space to train at
- Ideal location to maximize the participation base for most of the market would be within the city limits of Pierre
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – high school regulation size basketball court
  - Flooring – wood
  - Unacceptable size and flooring – less than high school regulation size basketball court and in terms of flooring n/a
  - Other amenities – score clocks, drinking fountain and seating/bleachers
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – yes, but it would be a struggle to get teams due to lack of teams in the area
  - Rental – Yes, and would utilize the facility from November to March for about 3 hours a week (total) for two days a week. However, the team would not rent the facility if the rental rate per hour were \$24-\$45
  - Camps/Clinics – yes and about 9 kids (entire team) would participate. Kelly would also promote the camps or clinics
  - Tournaments – Yes and would help host a tournament in the city
- The team would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Other sports groups that might impact the usage of an indoor sports facility in the market would be soccer and the high school sports teams

### **Terry Becker – High School Boys Basketball Coach – Pierre School District**

- Terry currently oversees the Varsity, JV, Sophomore, and two Freshmen teams for the school
- Terry stated that he has to schedule around with the other winter sports teams for only two gyms that are available and that is a main challenge

- Terry did mention there are several AAU youth basketball teams in the area, but they are parent driven and they are not associated with the basketball club/association
- The high school season is from November 26 – mid March
- In season training regimens consists of 5-6 days a week for two hours
- They do have an out of season training regimens which teams practice two days a week in the fall and spring and three days a week in the summer
- Indoor activities are scheduled by Terry
- Terry does send 2-3 teams to 4 team camps/tournaments which they play 5-6 games. Entry fees are from \$350-\$450 per team. They travel from 200 to 500 miles away for these tournaments in the summer
- The high school gym is the main gym they use for trainings and games, but occasionally they will use the PILC gym
- Availability of indoor space according to Terry is very tight and challenging especially from October to March. You would need to get your request in early to reserve space and time
- Terry's teams would ultimately use additional courts. They would utilize the space from end of November to end of February at a minimum of 12-15 hours a week
- Terry feels there is a need for an additional indoor sports facility because it would alleviate the usage of the school gym and provide another option to use a facility for training so that kids don't have to be at the school at 5:30am for a training especially in the winter months
- The ideal location of a new facility that would maximize the participation base for most of the market would be by the northern edge of the town towards the airport or Walmart
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – high school regulation size basketball court with 2-3 courts
  - Flooring – wood
  - Unacceptable size and flooring – less than high school regulation size basketball court and in terms of flooring tile
  - Other amenities – score boards, divider curtains to divided the space, restrooms and locker rooms
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – no
  - Rental – Yes, view above in terms of usage
  - Camps/Clinics – yes and about 40 kids just from 9<sup>th</sup> to 12<sup>th</sup> graders would attend. Terry would also promote the camps or clinics. Typical cost for a one day clinic is from \$50-\$75 per player and for a 4-day camp cost could range from \$150-\$200 per player
  - Tournaments – Yes
- Any decision made on a contractual arrangement to guarantee space and reduce the hourly cost of activities must be approved by the school board
- Other sports groups that might impact the usage of an indoor sports facility in the market would be the basketball groups/teams – they would utilize more space if it were available

#### **Lisa Kannegieter – High School Girls Basketball Coach – Pierre School District**

- Lisa oversees the high school and middle school basketball program
- Lisa mentioned that there are no travel basketball clubs or organizations – they are mainly individual traveling teams



- Lisa does run a summer high school basketball league which she recruits 9 teams to play. Teams are traveling as far as an hour and a half away. League fee is \$200 per team for 12 games / two games per night for six weeks
- Season begins before Thanksgiving (November) to second week of March
- In season training regimens consists of 3-5 days a week for two hours
- There out of season training regimens is open gym in the fall and in the summer Lisa holds small group workouts and summer camps
- Indoor activities are scheduled by Lisa
- Lisa does send 3 teams to team camps/tournaments which they play 5-6 games. Entry fee is \$350 per team and travel 3-4 hours away
- Teams occasionally do use the PILC facility if the schedule is tight along with the Y during the summer
- Availability of indoor space according to Lisa is getting tougher especially in the winter
- Lisa's teams would ultimately use additional courts. They would utilize the space from end of November to end of February for 6 hours a week
- Lisa feels there is a need for an additional indoor sports facility in the market for the sport because it would alleviate the time used in the high school gym and would help with the practice schedule where kids don't have to practice from 5:30am till 6:00pm
- The ideal location of a new facility that would maximize the participation base for most of the market would be within the city limits
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – high school regulation size basketball court with 2-3 courts
  - Flooring – wood
  - Unacceptable size and flooring – less then high school regulation size basketball court and in terms of flooring tile
  - Other amenities – locker rooms, concessions and bleachers
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – yes and 2-3 teams would participate
  - Rental – Yes, view above in terms of usage
  - Camps/Clinics – yes and about 10-20 kids just from 9<sup>th</sup> to 12<sup>th</sup> graders would attend. Lisa would also promote the camps or clinics. Typical cost for a camp or clinic ranges from \$20 to \$75 per players
  - Tournaments – Yes
- Other sports groups that might impact the usage of an indoor sports facility in the market would be the fastpitch softball. Lisa's husband plays and they are always looking for indoor facilities to train. Adult fastpitch softball started about three years ago and is continuing to grow according to Lisa.

### **Jim Edman – Adult Men's Basketball League – Organizer**

- This past season the league had 12 adult men's teams
- Teams are travelling within a 60 mile radius
- Season is from November to March
- They play two days a week / 20 game schedule / Cost is \$625 per team
- The league is currently held at the high school which they utilize/rent the facility for 8 hours a week and pay between \$75-\$100 per hour
- Availability of indoor space according to Jim is extremely difficult

- Jim does have an existing arrangement with the high school facility
- Indoor activities are scheduled by Jim
- Jim feels there is a need for an additional indoor sports facility in the market for the sport because there is not enough youth and adult activities to serve especially with the health crisis in the county with obesity
- The ideal location to maximize the participation base for most of the market would be in Pierre
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – two high school regulation size basketball courts
  - Flooring – wood
  - Unacceptable size and flooring – less than high school regulation size basketball court and in terms of flooring sport court or rubber
  - Other amenities – heating, good lighting, concessions, and locker rooms
- Indoor activities that the group would likely to participate in at a new facility are the following;
  - Leagues – yes and all 12 teams would participate
  - Rental – Yes, and would utilize and rent the facility for pick-up basketball 3-5 hours a week from September to May. In addition, would utilize the facility for the adult league from November to March for 8 hours a week (total)
  - Tournaments – Yes
- Jim would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities

## Soccer

### **Kim Leiferman – Capital Area Soccer Association – President and Brad Cruse – Oahe FC Soccer Club – Coach**

- Capital Area Soccer Association (CASA) is a recreational club/program that has 300 kids
- Cost per player is \$45 per season
- Oahe FC Soccer Club is a travel program that has 150 kids, but they are the same group of kids that are in the 300 participants with CASA
- Cost per player to play travel soccer is \$50 per season
- Other primary clubs in the area is SD United
- Season is defined in the following;
  - August to November (Outdoor Rec)
  - November to March (Indoor)
  - March to April (Outdoor Rec)
  - April to July (Outdoor Travel)
- Training regimens consists of the following;
  - Fall: 1-5 days a week for one to two hours
  - Winter: 2 days a week for one hour
  - Spring: 1 day a week for one hour
  - Summer: 2-3 days week for one hour and half
- Out of season indoor activities are optional
- Indoor activities are scheduled by Kim
- CASA teams do travel to tournaments which they attend about 12 tournaments in the winter. Tournament fees range from \$185-\$225 with 3 games guaranteed
- Teams travel within a 2-4 hours travel distance for tournaments
- The association and soccer club play under the South Dakota Soccer Association (SDSA) and all the indoor and outdoor leagues and tournaments are sanctioned by SDSA
- CASA does not participate in any indoor soccer leagues
- According to Brad and Kim availability of indoor space is difficult
- Currently the soccer association engages in indoor activities at the following facilities;
  - Pierre Middle School: They utilize two basketball courts which are smaller than high school regulation basketball courts for two days a week or 12 hours a week (total) from November to March. The space is free to use
  - Jefferson Elementary School: They utilize one basketball court which is smaller than high school regulation basketball courts for 12 hours a week (total). The space is free to use
  - *Buchanan Elementary School: They utilize one basketball court which is smaller than an elementary size gym for two days a week or two hours a week (total). The space is free to use*
  - *Community Bible – Church: They utilize one basketball court which is smaller than a high school regulation size court and utilize 5 total hours during the winter season. Free for members of the church*
- The association does have an existing arrangement with Pierre School District in terms of facilities
- Brad and Kim both feel there is a need for an additional indoor sports facility because of lack of indoor space and proper facilities for indoor soccer
- Ideal location to maximize the participation base for most of the market would be toward Ford Street or by Airport Road or towards (past) the golf course

- Configuration of a new facility to maximize participation for the sports are as follows;
  - Field/Court Size – 4 high school regulation size basketball courts put together
  - Flooring – Rubberized flooring
  - Unacceptable size and flooring – less than a middle school size gym/court and in terms of flooring tile
  - Other amenities – concessions, restrooms, spectator area, storage and parking
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – no
  - Rental – Yes, and would utilize the facility from November to March (April 1) for about 50 hours a week or 7 days a week. The club however, would not pay an hourly rental rate from \$25-\$45 per hour. They would rent out the facility for a tournament which they host two a year
  - Camps/Clinics – yes and about 150 kids would participate. The association would also promote the camps/clinics
  - Tournaments – Yes and all 20 teams would participate
- The association would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Other sports groups that might impact the usage of an indoor sports facility in the market would be all sports groups, shooting sports, tennis, adult sports such as, basketball, volleyball and soccer

## **Wrestling**

### **Paul Turman – Pierre Youth Wrestling – President**

- The wrestling club has 154 kids from ages 5-16
- They are the biggest program in the state
- Cost per player is \$30 per year
- Other primary wrestling programs in the area is PILC which has about 30 kids
- Season begins in mid December till end of March. In the month of April kids train for US competition
- The club also conducts camps in the summer
- In season training regimens consists of two days a week for three hours (45 minute time blocks)
- The club does not have an out of season training regimens
- Indoor activities are scheduled by Paul
- The club does host 5 tournaments which the entry fee is from free to \$10 per wrestler
- The club currently engages in indoor activities at the high school and middle school
- Size of space in the high school are two wrestling mats which is 32 x 32 and in the middle school they use a space that is 24 x 45 ft
- Usage of the space is free
- The club does pay about \$500 for tournaments that are held at the high school which are two days long
- They utilize the middle school for 8 hours a week total from December to March
- They utilize the high school for 3 hours a week total from December to March
- Availability of indoor space according to Paul is not too bad to find. They have a good relationship with the school district
- The club does not have an existing arrangement with a facility
- Paul feels there is a need for an additional indoor sports facility because they don't have the space to host bigger tournaments in the city
- Ideal location to maximize the participation base for most of the market would be towards Walmart or in Fort Pierre
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – three full size high school basketball courts
  - Flooring – n/a – they use mats
  - Unacceptable size and flooring – less then two full size high school basketball courts and in terms of flooring concrete
  - Other amenities – n/a
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – no
  - Rental – Yes, and would utilize the facility from December to March for about 4 hours a week
  - Camps/Clinics – yes and about 60 kids would participate. The club would also promote the camps/clinics
  - Tournaments – Yes
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Paul also mentioned that the proposed new facility should be a multi-purpose facility



## **Volleyball**

### **Kacy Kienholz – Oahe Junior Olympic Volleyball – Director**

- The club has been around for 9 years
- There are 50 girls in the program. Age range is from 12-18 years old
- They had to cut teams due to the lack of facilities in the area
- Cost is \$300 per player for the year
- Season goes from January to April
- There are no other primary clubs in the area. Closest club is two hours away
- In season training regimens consists of two days a week for two hours
- They do not have any out of season training regimens
- Indoor activities are scheduled by Kacy
- Out of season indoor activities are optional
- The club does participate in about 5 tournaments. Fees are \$125 per team. Tournaments are sanctioned by USA Volleyball. The club travels within a 3-6 hour travel distance to play in tournaments
- The club currently engage in indoor activities at the following facilities;
  - Middle School: Utilize three volleyball courts from January to April for four hours total. The club only used the facility twice. Cost was \$150 for the day
  - St Joes Church: Utilize one volleyball court from January to April for one day a week or two and half hours. Usage of the space is free
  - Faith Lutheran Church: Utilize two volleyball courts from January to April for five hours a week (total). Cost of the space is free
- Availability if indoor space according to Kacy is very limited
- The club does not have an existing arrangement with a facility
- Kacy feels there is a need for an additional indoor sports facility because of the lack of indoor facilities
- Ideal location to maximize the participation base for most of the market would be within the city limits of Pierre
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – regulation size volleyball courts
  - Flooring – wood
  - Unacceptable size and flooring – less than a regulation size volleyball court and in terms of flooring concrete or carpet
  - Other amenities – volleyball equipment
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – yes, and about 8-10 teams would play
  - Rental – Yes, and would utilize the facility year round for 10-12 hours a week (total)
  - Camps/Clinics – yes and about 100 kids would participate. The club would also promote the camps/clinics
  - Tournaments – Yes and about 8-10 would participate
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Other sports groups that might impact the usage of an indoor sports facility in the market would be adult men's and women's volleyball leagues

## **Tennis**

### **Heather Forney – Pierre Tennis Association – President**

- Pierre Tennis Association is a non-profit organization
- There are currently 35 members. Ages range from 30-70
- Cost for membership is \$50 for families and \$35 for individuals for the year
- There are no other tennis clubs in the area
- Tennis is played typically year round, but the high school season is from September to October for girls and March to May for the boys
- In season training regimens is 5 days a week for two hours
- The association does have an out of season training regimens from November to March for 6 hours a month and or twice a month for three hours each
- Out of season indoor activities are optional
- Indoor activities are scheduled by John Forney – Board Member
- Kids are on their own to enter any tournaments. The association does host a tournament. Cost is \$20 for singles and \$35 for doubles. The tournaments are USTA sanctioned
- The association currently engages in indoor activities in Rapids City, SD which is three hours away from Pierre. They utilize and/or travel to the indoor tennis facility for twice a month for 6 hours a month (total) from November to March. Cost is \$75 for 3 hours per person which they are utilizing five tennis courts
- Availability of indoor space according to Heather is very limited
- The association does not currently have an existing arrangement with a facility
- Heather feels there is a need for an additional indoor sports facility because of the lack of indoor facilities and they have to travel three hours away to use an indoor training facility
- Ideal location to maximize the participation base for most of the market would be anywhere within a 10-20 minute drive time from the city or Pierre
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – USTA Court Size Regulation
  - Flooring – Rubberized flooring
  - Unacceptable size and flooring – less than a USTA court size regulation and in terms of flooring wood
  - Other amenities – restrooms, water fountains, good lighting
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – yes, and about 30-40 individuals would play
  - Rental – Yes, and would utilize the facility from November 1 to March 15 for 6-10 hours a week (total)
  - Camps/Clinics – yes and in terms of the number of participants that would participate would all depend on the number of courts. The association would also promote the camps/clinics
  - Tournaments – Yes and in terms of the number of participants that would participate would all depend on the number of courts.
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Heather did mention that Pierre is a great community to host tournaments and it would be ideal because the city is centrally located for groups to travel to participate





## **Tae Kwon Do**

### **Dennis Hook – Tae Kwon Do: Instructor**

- There are anywhere from 20-55 kids/members in the program
- Dennis offers Tae Kwon Do for adults and kids. About 75-85% are under the age of 18
- Cost is from \$20 to \$30 a month based on size of family
- They engage in indoor activities at the following facilities;
  - Faith Lutheran Church: The space they would utilize is about 30 x 20 ft and utilizes the facility year round for four hours a week. The space is free to use
  - Elementary school gym: The space they use is the elementary school gym. They utilize the space year round for two hours a week. The space is free to use
- Season is year round for Tae Kwon Do
- The club enters 3-5 tournaments a year and travel anywhere from 50 to 240 miles away. Tournament fees are from \$25-\$45 per participant. The tournaments are sanctioned by the World Tae Kwon Do Association or by AAU
- According to Dennis availability of indoor space is very limited
- Dennis does not have an existing arrangement with a facility
- Dennis feels there is a need for an additional indoor sports facility for the sport because there is a lack of facilities in the area
- Ideal location to maximize the participation base for most of the market would be within the downtown area of Pierre, or in Fort Pierre or by Walmart
- Configuration of a new facility to maximize participation for the sports are as follows;
  - Court Size – half of a basketball court
  - Flooring – wood or tile
  - Unacceptable size and flooring – less than 15-20 ft and in terms of flooring asphalt
  - Other amenities – storage space for equipment, restrooms, locker rooms and good lighting
- Indoor activities that the organization would likely to participate in at a new facility are the following;
  - Leagues – no
  - Rental – no
  - Camps/Clinics – yes and about 150 kids would participate. Average cost for a camp/clinic is \$25 per person. Dennis would also promote the camps/clinics
  - Tournaments – Yes
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Dennis also mentioned that if a multi-use facility were built it would attract the school sports to utilize the facility

## **Other**

### **Lois Ries – Convention & Visitors Bureau – Director**

- There are 14 hotels in the city
- The CVB is active in trying to bring sporting events which are mainly outdoor events since there is no indoor sports facilities
- The one convention space is at the Best Western. The hotel has their own sales people that bring in their own groups for meetings etc.
- The CVB would be interested in having an indoor sports facility in the area
- The CVB would be willing to promote the new facility and try to bring in sporting events as well
- The CVB currently helps promote/support the Swim meets
- The major employers in the area are Morris Ink, State Government Office and St. Mary's office

### **Dan Whalen – Pierre School District – Athletic Director**

- Current facilities that are available in the area for courts sports are; School District, St. Joseph's, Faith Lutheran, Community Bible, YMCA and Boys and Girls Club
- There are currently no facilities available for turf sports
- Current groups Dan thinks are in need of facilities beyond those of which are available in baseball, basketball and volleyball
- The school does charge non-school users to use their facilities if they are generating money. The rates vary.
- Dan believes the school district would have funds available to rent facilities for practices if available
- The school district does not have any plans to add an additional indoor sports facility
- The athletic teams do have needs for additional indoor sports space especially for basketball, cheerleading, dance and track
- If a facility were to be built this could be an ancillary location for the school district (athletic department) if a deal can be struck
- Dan feels the athletic teams would utilize the space from August to March for 15-20 hours per week (total)
- Dan also mentioned it would be nice to have a fitness center as well because of the lack of space and time teams have to use the current weight room at the high school
- Ideal location that would maximize the participate base for most of the market would be by the airport near Walmart
- Dan feels that the school district would support a new facility financially in the range of \$10,000 annually for its sports teams, but that is his personal opinion and that is a decision that would need to be made by the school board

### **Jeff Filipek – YMCA – Executive Director**

- Current facilities that are available for sports courts are; YMCA, Schools, Churches, Boys and Girls Club, and Law Enforcement Center
- There are currently facilities available for turf sports

- The YMCA does charge non users to use their facilities, but Jeff did not have the information in hand
- The YMCA would have some funds to rent a facility for its programs
- The YMCA does not have any plans to add additional indoor sports facilities
- Sports that are most in need of facilities would be soccer, disk golf and basketball
- The YMCA does not have need for additional indoor sports space
- The YMCA would consider some kind of cooperative venture on programming with the city that would benefit the YMCA
- The YMCA could use this facility to be an ancillary location for the YMCA if a deal can be struck

## **Park Board**

- Pros and Cons of the past community center;  
Pros
  - It was fully booked
  - Basement was utilized for shooting sports
  - All sports groups utilized the facility
  - It was centrally locatedCons
  - It was free for groups to use
  - Lack of parking space
  - No locker rooms
  - ADA accessibility
- Pros and Cons of the Boys and Girls Club  
Pros
  - Nice Classrooms
  - Has one gym
  - Available to the communityCons
  - Limited in seating spectator space
  - Restrooms are old
  - Lack of Parking
  - Land Locked
  - Railroad track is near the parking lot
- Pros and Cons of the YMCA;  
Pros
  - Valued asset to the community
  - Partnership with the city in terms of the aquatic center
  - Strong management team and boardCons
  - Wellness center equipment is old
  - Lack of parking
- Pros and Cons of the Churches (Gyms);  
Pros
  - Pickleball are played at the gyms
  - Churches charge to use the facilityCons
  - Not open to certain groups. Example: Soccer
- The park board feels there is a need for programming and facilities

- The parks and rec. department has had past partnerships with sports and recreation program or groups.
- The park board did not have a plan yet of the type of financing would be needed to support a new facility.
- Possible partner organization or donor possibilities are Dr. Rasmussen, Shooting Sports Clubs, Banks, YMCA, Boys and Girls Club are a few that come to mind
- The park board didn't know what the maximum amount of capital development funding (city only) that would be approved for a new facility
- The park board were confident that the community would be very supportive financially to support this sort of sports facility

### **City/Facility Task Force**

- Pros and Cons of the past community center;  
Pros
  - It was inexpensive to use
  - Ease of access to use the facility
  - Very high demand in terms of usageCons
  - Outdated facility
  - Heating and cooling issues
  - Size of the facility
  - Limited parking spaces
  - The restrooms were in poor conditions
  - It was very uninviting
  - The facility was not staffed
- When asked if the task force felt there is more of a need for programming or facilities or both the group were in a consensus that it was for both. The city has the programs, but need a facility to help the program grow
- Types of partnerships the city/parks and rec. department has done in the past with other sport and recreation programs or facilities have been with the school district, the aquatic center that the city partners with the YMCA, partnership with the summer rec. program and worked with mainly all sports clubs and shooting groups as well
- The task force sees the city financing to support a new facility. City funding will be greater after 2019.
- The task force could identify the following potential partner organization and or donor possibilities
  - YMCA
  - Community Foundation as a source for funding
  - Boys and Girls Club – it was mentioned that the organization would be interested in possible new space
  - Avera Medical Group – from a benefactor support
  - Local businesses for sponsorship opportunities
  - Grant funds for shooting sports
  - Ted Turner Grants
- Other types of needs from organizations/groups looking for a new facility would be the following;
  - Sports Training Program in the facility – the task force couldn't specify what times of year or what budget they would have for that in terms of usage

- Adult Sports (more on Adult Volleyball) – one task force member plays in an adult women's volleyball league which is played 8 months out of the year and pay \$150 per team / per season-session
- Pickleball – it is attracting more attention to the city especially with the senior population
- Baseball – teams are currently training in a basement out of a business building
- The task force believes the groups would help provide or help with the amenities and would help pay for them in terms of equipment etc
- The task force also bounced the idea of developing such facility into phases if needed to

**Leon Schochenmaier – City of Pierre - City Administrator and  
Dr. Dan Rasmussen – Avera Medical Group**

- Dr. Rasmussen did state that the Avera Medical Group is growing and are need of more space, but they don't know for what at this time
- Dr. Rasmussen did mention the partnership Avera has with the YMCA in Sioux Falls where the medical group helps with funding to cover operations in the fitness center which is named after the medical group
- Dr. Rasmussen could envision a Physical Therapy, Sports Trainers in a new facility in addition, the medical group could help to support a Sports Medicine department in the new facility and possibly support it financially
- According to Mr. Schochenmaier there aren't any big grants for health initiatives with the health department, but could possibly venture into smaller grants in the \$50,000 range to support any health initiative in the city
- Mr. Schochenmaier also identified other funding sources through the Hotel Occupancy Fee that is used for the purpose for facilities which the funding range could be as high as \$400,000

**Becky Bowers – Capital Area Boys and Girls Club – Director**

- Current facilities that are available in the area for courts sports are; Boys and Girls Club, YMCA and Schools
- There are currently no facilities available for turf sports
- Current groups in the area which are in need of facilities beyond those which are available would be soccer groups
- The Boys & Girls club offer the facility for free to non-profit organizations, but do charge non users who are generating money for \$100 for the year for unlimited hours
- They also ask groups such as soccer to join has members to utilize the space for free
- The current budget is tight, but they would find funds to rent facilities for their programs if they needed to
- The Boys and Girls club are in talk to build a new facility, but there is no funding in place and they are just in talks
- What pushing them to have these talks to expand is the growth of their programs
- The organization would consider some kind of cooperative venture on programming with the city that would benefit the organization
- This could be an ancillary location for the organization if a deal can be struck

